

The National **CLEANER & DYER**

FIRST IN THE DRYCLEANING INDUSTRY SINCE 1910



FLEXIBLE CONVEYOR system handles subassembly for 21 stores and two routes of Marshall Steel Co., Oakland, California, with economy of time, labor and space. For details of operation and more photographs see story on page 38

Series on training wool finishers begins.....Page 40

How lot system gave production control.....Page 48

Plant adds story yet improves efficiency.....Page 82

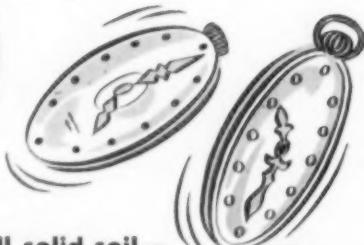
JUNE, 1954



More working hours from detergents are



"in the bag"



with HYFLO



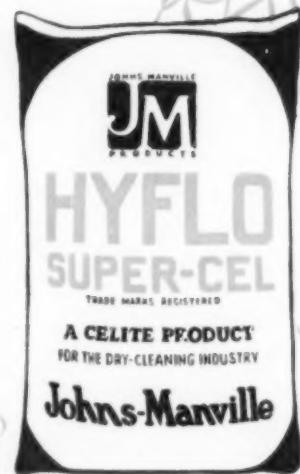
Hyflo* completely removes all solid soil—without removing active detergent! The result is that in charged system cleaning you can achieve important cost savings, make detergents work longer and do a better cleaning job.

Whether you are using a washer-extractor, an extractor-rinse or just one or two washers, simply follow these two steps: (1) employ Hyflo in your filter; (2) distill rinse solvent regularly.

Unlike other materials, Hyflo does not adsorb or remove active detergent. Thus you can maintain a high detergent concentration throughout the washer run. Yet this lightweight, highly porous filter powder does screen out all insoluble dust, dirt and other soil . . . gives you crystal-clear solvent, at fast flow rates. Your garments come out cleaner, you get longer filtration cycles, you need to replace solvent less often.

To find out more about Hyflo and how to use it to best advantage, ask your dealer for a copy of the new Sixth Edition of the 52-page Drycleaners' Handbook. It's yours without cost or obligation. Johns-Manville, Box 60, New York 16, N. Y. In Canada, 199 Bay St., Toronto 1, Ontario.

*Reg. U.S. Pat. Off.



Johns-Manville HYFLO

the filter powder for charged system cleaning

NO OTHER SYNTHETIC CHARGE CAN GIVE YOU CLEANER, BRIGHTER LINT-FREE* CLEANING

BUCKEYE *Clean-Charge*

HIGHLY ECONOMICAL! EQUIALLY EFFECTIVE FOR BOTH SINGLE *or* TWO BATH SYSTEMS!

COMPARE THESE ADVANTAGES:

- Results in lint-free cleaning!
- Reduces distillation time and expense!
- Classification time is greatly reduced!
- Assures accurate moisture control!
- Greater percentage of undesirable soil is removed!
- No discoloration problem is possible!
- No undesirable odors!
- Spotting and wet cleaning time is reduced to a minimum!
- Outstanding for its ease of operation!
- Solvent remains light and clear!

*patent applied for...
product and process



Thousands of dry cleaners throughout the United States and Canada have successfully installed Buckeye Clean-Charge.

This wonderful, new synthetic product has been designed to meet the requirements of all dry cleaners . . . large or small . . . synthetic or petroleum solvent systems . . . single or two bath equipment! Write today for further information on Buckeye Clean-Charge!



Producers of Quality Products for the Cleaning and Laundry Industry Since 1844

NATIONAL CLEANER & DYER, June, 1954. Published monthly by the Trade Papers Division, The Reuben H. Donnelley Corp. Publication Office, 109 W. Chestnut Street, Lancaster, Penna., U. S. A. Executive and Editorial Offices: 304 East 45th Street, New York 17, N. Y. Subscription rates: United States and Canada, \$4.00; Foreign, \$6 per year. Volume 45, No. 6. Entered as 2nd class matter April 21, 1948, at the Post Office, Lancaster, Pa., under the Act of March 3, 1879.

DrycoMatic

GIVES YOU ALL THESE FEATURES:

FOR MORE PRODUCTION

ELEMENT & THERMOSTAT

REPLACEABLE

RIGHT IN YOUR OWN PLANT



STEEL-SEALED ELEMENT

Dryco's electric element is sealed at the factory into a steel casing. It is completely shielded at both top and bottom to withstand toughest abuse without shorting hazard.

LEAKLESS
VALVE



Dryco's steam valve has a spring-loaded packing. This permanently prevents any leaking of the valve. As the valve wears from constant use, the spring tightens on the packing, assuring a leakproof seal.



SUPER-INSULATED MICRO SWITCH

Dryco's thumb-operated micro switch is specially insulated to resist heat transfer and reduce heat radiation. This provides greater comfort for the operator.



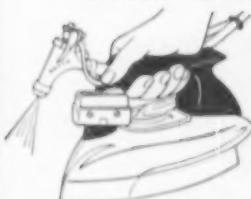
FEATHER-TOUCH
OF THUMB CONTROL
PRODUCES
INSTANT STEAM

TRouble-FREE SOLENOID

Dryco's solenoid is specially designed, precision built. It is guaranteed for FIVE MILLION IMPULSES and is insulated to provide maximum silence of operation.

DrycoMatic
THUMB-OPERATED
STEAM-ELECTRIC IRON

WITH WATER SPRAY



Complete unit
with water spray
gun, trigger-operated,
mounted on handle

MODEL 6530-A (3-lb. iron)
MODEL 6560-A (6-lb. iron)

\$99.00

DrycoMatic Thumb-Operated Steam-Electric Iron, complete with Speedway Arm, steam separator, solenoid, valve, Cord-A-Way arm, pilot light, separator and mounting bracket, ready to install on board.



...AT LOWER COST



SMALL, COMPACT SEPARATOR

Dryco's steam separator is small and compact... mounted below the level of the ironing board—out of the operator's way, and cooler. There's no heat radiating in the operator's face. This exclusive feature is made possible by the unique Dryco soleplate.

CORD-A-WAY ARM SPEEDS PRODUCTION

Dryco's Cord-A-Way arm is an integral part of the DrycoMatic Unit. It keeps the iron cord out of the way; prevents it dragging over pressed areas... cuts time required for making lays.



ELIMINATES TIRING REACHING FOR PEDAL

DrycoMatic's thumb operation banishes foot-fumbling. This allows the operator to stand on both feet comfortably... not with one foot cramped on a pedal. This cuts fatigue in half... permits greater output.

20% FASTER...
10 TIMES EASIER



6 GARMENTS
FOR THE TIME, COST
AND EFFORT OF 5!

DrycoMatic Unit

Complete as
shown above,
without water
spray gun



MODEL 6330-A (3-lb. iron) \$82.50
MODEL 6360-A (6-lb. iron) \$82.50

Order Now FROM YOUR SUPPLIER

Dryco CORPORATION

DRYCO EQUIPMENT
COSTS ONLY A FRACTION
OF WHAT IT SAVES

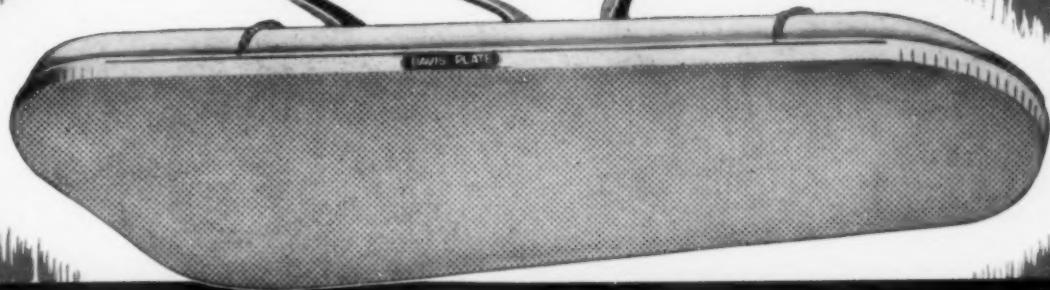
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EVANSTON, ILLINOIS
(SUBURB OF CHICAGO)

DAVIS Fabric Renewing

PRESS PLATE

PATENTED



PRESSES MORE GARMENTS PER OPERATOR PER HOUR...

- **6 times more steam holes**
- **6 times faster steaming**
- **Lowest-cost pressing**

Lifts the nap as it presses

Restores newness to all fabrics

**Presses silk, woolens, synthetics,
all hard-to-finish fabrics.**

Davis Fabric-Renewing Press Plates

for all makes and models of cleaners' presses

36" to 46" utility models \$14.85

47" to 54" models \$19.25

Mushroom models \$11.00

1 HOTTER HEAD LIFTS PRODUCTION. Aluminum—best conductor of heat—gets hot instantly, holds heat evenly, stays hot longer. Faster drying, more garments finished per hour.

2 MORE STEAM HOLES—BUILT-IN BAFFLE spreads steam instantly! Spaces between 300,000 perforations creates baffle that provides constant flow of steam, prevents steam marks or impressions.

3 PRESSES ANY FABRIC. Silks, woolens, synthetics—any fabric—without changing the plate. That's why garment makers use Davis Plates to press garments at the factory.

4 REJUVENATES ALL FABRICS. Patented burred surface renews and revitalizes the material... restores the original mill finish to the cloth. Gives it that fresh "new" look.

5 NO STEAM IN PRESSER'S FACE. Reinforcing band inside rim of Davis Plate deflects steam *down*—to the garment. Band hugs head of the press, prevents buckling and breaking.

DAVIS Leak-Prufd *flexible* HOSE

BRONZE...

FLEXIBLE... TROUBLE FREE...



for HOFFMAN Presses all models

TYPE MF22— $\frac{3}{8}$ " x 22" fits Hoffman (all models)
also Butler, Forse and Singer Each \$5.50
OTHER TYPES AND SIZES PRICED PROPORTIONATELY



Keep a Spare Set
on hand Always

Davis® SPECIALTIES INC.

ORDER NOW

MANUFACTURERS, EVANSTON, ILLINOIS (SUBURB OF CHICAGO)

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The National
CLEANER & DYER

VOLUME 45
NUMBER 6
JUNE, 1954

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Published monthly by the Trade Papers Division, The Reuben H. Donnelley Corporation, publication address, 109 W. Chestnut Street, Lancaster, Pa. Established 1910. Member Audit Bureau of Circulations, Gaylord Donnelley, Chairman of the Board; David L. Harrington, President and Chairman of the Executive Committee; Curtis E. Frank, Executive Vice President and General Counsel; Albert M. Anderson, Executive Vice President; J. Aubrey Hope, Harold P. Harper, Donald B. Arnold, Vice Presidents; Harry W. Warner, Secretary-Treasurer. Changes of address should reach us at least one month in advance to assure getting your copy regularly. Subscriptions: United States and Canada, \$4.00 per year in advance; foreign countries in Postal Union, \$6.00. Single copies: United States and Canada, 50 cents; foreign, 75 cents; Guidebook issue, \$1.00. Editorial, Executive and General Advertising Offices, 304 E. 45th St., New York 17, N. Y. Telephone: ORegon 9-4000. Eastern Advertising Offices, 304 E. 45th St., New York 17, N. Y. Telephone: ORegon 9-4000. Western Advertising Offices, 14 E. Jackson Blvd., Chicago, Ill. Telephone: WEbster 9-5255.

West Coast Advertising Representatives: Smith & Hollyday, Russ Building, San Francisco 4, Calif. Smith & Hollyday, 505 S. Alameda Ave., Los Angeles 36, Calif.

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Save 50% on paint remover

PYRATEX is 100% active ingredient.

When mixed with equal parts solvent

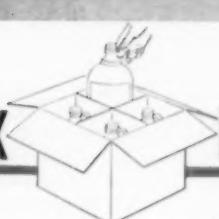
it provides a dry spotter that is superior to factory-mixed products over 50% higher in cost.

When mixed with equal parts water

it is faster, safer and far more economical than any water-soluble product designed for the removal of paint-oil-grease on the wet side.

By using this one base for preparing either a dry or wet spotter you enjoy the lowest possible cost, as well as the security that goes with America's most popular formula.



BUY PYRATEX  **by the case and save**

When you order from your jobber in the original 4-gallon case, you take full advantage of the saving made possible by our mass production and distribution in this standard package.

If you order less than a case you automatically increase your jobber's cost of handling, packaging, delivering and billing, at least a portion of which he must pass on to you. Save 35c on each gallon you use by ordering in the standard 4-gallon case.

R. R. STREET & CO., INC.

561 WEST MONROE ST.,
CHICAGO 6, ILLINOIS



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SPY 9-B

June, 1954

Like putting money in the bank



INTERNATIONAL RM-120 Series. GVW ratings, 5,400 to 6,600 lbs. 7½, 9½ or 10½-foot body lengths, standard or flatback styles. 102, 115, and 122-inch wheelbases.

Laundry and dry cleaning delivery costs start going down the day **INTERNATIONAL** Trucks with **METRO**® bodies are put to work in pickup and delivery service. This is fact — proved by operators whose cost-record evidence has made **INTERNATIONALS** with **METRO** body the multi-stop leader for 16 straight years.

These famous **INTERNATIONALS** are all-truck engineered . . . built to stay on the job. And they are economy-engineered to give maximum miles per gallon of gas and quart of oil.

Further, they save driver time and energy, boost driver productiveness because they are easy to load and unload, easy to maneuver in traffic and on routes.

All of these things add up to more profit from each of your delivery routes . . . more money in the bank. Ask your **INTERNATIONAL** Dealer or Branch for complete facts — and a demonstration. A phone call will set it up. Time payments arranged.

INTERNATIONAL HARVESTER COMPANY • CHICAGO

NO OTHER MULTI-STOP TRUCK GIVES YOU SO MANY EXTRA-VALUE FEATURES

Big Payload Space. Eight body sizes, two body styles — standard or flatback. Four body lengths — 7½, 9½, 10½ and 12 feet, in capacities ranging from 243 to 392 cubic feet.

Six Chassis Models. 102, 115, 122, and 134-inch wheelbases. GVW ratings, 5,400 to 11,000 pounds.

Extra Driver Convenience. Full 6-foot headroom. Low stepwells. Sliding front doors standard, folding doors optional. Six rear door options.

Real Driver Comfort. Folding, adjustable, foam-rubber seat. Easy-riding broadleaf springs with double-acting shock absorbers. Low center of gravity. Comfort-designed toe-board angle.

Outstanding Economy. Hi-tensile steel body construction throughout. Famous long-life, money-saving **INTERNATIONAL** Silver Diamond engine with improved downdraft carburetion. Big, 11-inch, easy-operating cushioned disc clutch.



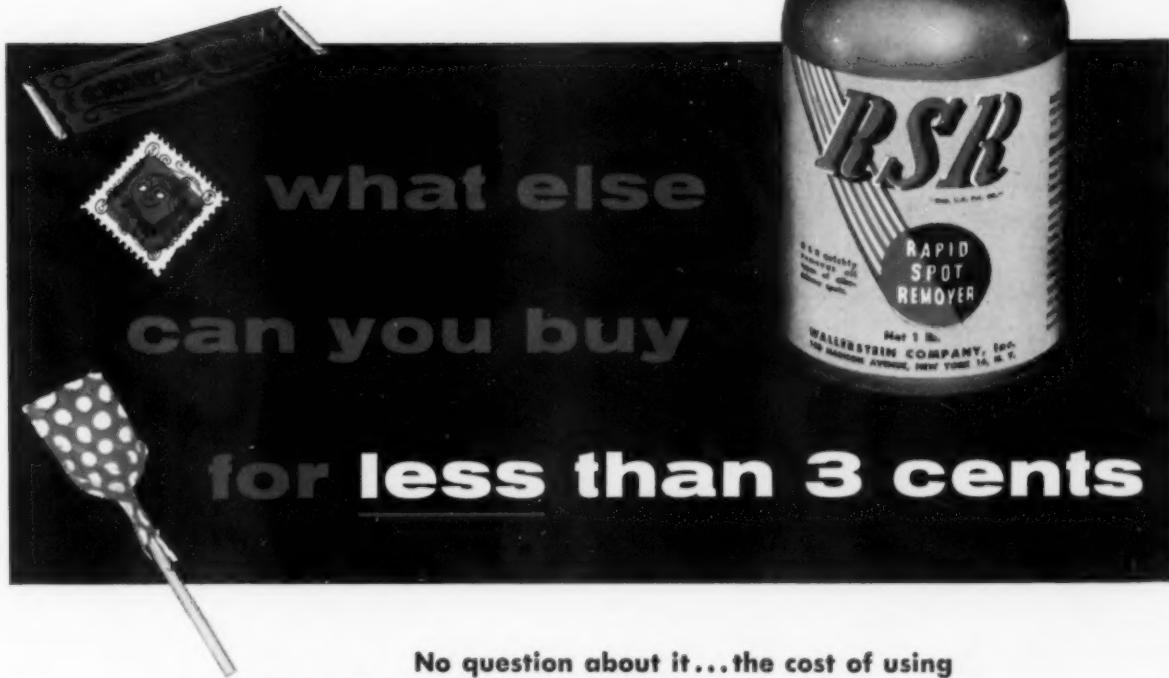
International Harvester Builds **MCCORMICK**® Farm Equipment and **FARMALL**® Tractors . . . Motor Trucks . . . Industrial Power . . . Refrigerators and Freezers

Better roads mean a better America

INTERNATIONAL® TRUCKS

"Standard of the Highway"

1 pound of RSR
makes 141 gallons of
Digesting Solution at
a cost of less than
3¢ per gallon



No question about it...the cost of using
RSR is so low as to be negligible.

But even more important than lowest cost
is the superior quality and the effectiveness of RSR.
It has greater strength and digesting power than any
other digester on the market. No other digester can
match its dependability for removing all types of
albuminous spots in one quick treatment.

The most profitably-operated shops in the
country, particularly if they use the strong soap solu-
tion, follow the practice of

putting all garments that are to be wet-cleaned
into an RSR Bath first

That's the surest method for saving time, eliminating
costly hand labor...and avoiding the risks of hard
scrubbing!

WALLERSTEIN COMPANY, INC. • 180 MADISON AVENUE, NEW YORK 16, N.Y.



● **Completely Automatic.** Garments are cleaned and dried in one operation. You simply set controls. No cylinder partitions—no divided loads to weigh. Saves time and labor, cleans better.

● **Powderless Filtration.** You don't use costly filter aids. No filter sludge to clean out. Saves work, cuts solvent costs.

● **Strip Distillation.** You can distill solvent continuously or in convenient batches. Recovers solvent from still residue. Solvent is always in peak cleaning condition.

● **Patented "Iso-Vibe" Vibration Control Mounting.** Requires no bolting to floor, needs no special foundation.

● **Underwriter Listed and Approved** for safe operation. You can install anywhere with low insurance premium.



U. L. Approved

• • • Here's open-pocket, full-drop cleaning • • •

Automatic *Martin* 25 Perc Unit

with *reversing* action!



Martin 25—25 lbs. capacity; for use with Perchloroethylene Solvent.

● Load in a full 25 lbs. of garments. Set automatic control. Then . . . the Martin 25's gentle action lifts garments to top of revolving cylinder, drops them into swirling solvent bath, raises them again. Cylinder reverses automatically! Garments are opened up so solvent can surge through every pore of fabric. Lift, drop, . . . reverse . . . gently, thoroughly . . . until all soil is gone.

Drying? Open-pocket cylinder tumbles garments, fluffing, drying, deodorizing, . . . and delivers clothes as fresh as a breeze!

With the Martin 25 you'll turn out work faster with less labor. A girl can handle full loads . . . easily, quickly! Operation is *completely* automatic. Most important—the quality of work you deliver will bring satisfied customers back to your store again and again.

Get all the facts about Martin reversing open-pocket cleaning! Write us for the name of your Authorized Martin Dealer who'll be glad to give you the full story!

Martin

EQUIPMENT COMPANY

Division of

The American Laundry Machinery Company
Cincinnati 12, Ohio

LETTERS to the EDITOR

Charged-System Problems

To the Editor:

I have received the NATIONAL CLEANER & DYER Guidebook Issue, and have read the editorial on page 55 and would like to discuss this particular editorial with you.

In commenting upon the problem as outlined chiefly by George Fulton, you note that 35 percent of the plants that reported to the NID were having distillation difficulties. One cause of this difficulty in distilling, and one which I can say is very easily overlooked, is the dilution of the solvent, the petroleum or perchlorethylene, with co-solvents. Certain detergents on the market have included co-solvents in their formulations. Most of these co-solvents distill in the same range that solvents do or form boiling-point mixtures which bring over the co-solvent along with the recovered solvent. Many of these co-solvents carry water along with them during the distillation and, when these condense with the solvent, form milky and hazy-looking solvent. Frequently the operator attributes this haziness to detergent coming over during distillation. It is misleading in this regard. The main fault with the carry-over of moisture is that this effect is accumulated as more and more of the co-solvent is amassed from the more of the detergent that is used.

You also mentioned that high humidity and shrinkage problems seem to be going together, particularly in petroleum plants, and that the test bundles indicated that the soft wools and high humidity are a trouble-making combination. I think the operator often brings this condition upon himself by using devices that are made to maintain a constant high relative humidity in the solvent without respect to the kind of fiber or material that constitutes the load. It doesn't seem good practice to me to subject all kinds of woolen fibers, weaves, hard and soft silk, etc., to the same percent of relative humidity. Unless the operator is willing to make an adjustment of moisture for the kind of load he is running, he should more or less expect this kind of trouble.

Another abstract of this meeting was that in the matter of graying, the superiority of the two-bath system over a one-bath system appeared to be very run out. My interpretation of the subject reported was that no attempt had been made to break the test

bundles down into further classifications, that is, which of these done in single-bath methods was run in $\frac{1}{2}$ percent, 1 percent, 2 percent or 4 percent of detergent. You see, all of the test pieces, regardless of the detergent concentration, were put in one classification.

Also, in regard to the removal of water-soluble soil, it is obvious that plants using 3 and 4 percent of detergent, which is generally true of the two-bath cleaning method, can do a better job than those using a single bath with only 1 or 2 percent of detergent. Hence, again no comparison was made between the effectiveness of the 3 and 4 percent, especially the 4 percent single-bath method. These disclosures obviously do not look favorable to the 4 percent single-bath method because of their manner of presentation.

My contention is that data such as these that were presented should be grouped in such a manner as to give their full meaning. Of course, I realize that this was only the beginning of a thorough investigation which is in progress and presume that when more data is available, the facts will then look different.

J. R. YOUNG

Sales Manager, Dry Cleaning Division
The Davies-Young Soap Company
Dayton, Ohio

Likes "Plain Talk"

To the Editor:

Congratulations on your editorial—"Unserviceable?" The industry can profit by more of such plain talk.

FELIX RENICK

Managing Director
Institute for Maintaining
Drycleaning Standards
Cambridge, Mass.

Uruguayan Wants Advice

To the Editor:

Would it be possible for us to obtain from you technical information, in a direct way, as to improving our present working conditions?

The fact is that we are considering the enlargement of our working shop, for we are facing several problems, such as lack of place and equipment. We have to improve also our assembling department, as well as delivery.

For your information we will add that our firm serves approximately

25,000 customers. There are about a million inhabitants in Montevideo. We own a small flotilla of light trucks and deliveries are made twice a day throughout the city. Processed garments are delivered within 4 or 5 days.

Therefore we would like to have at hand, if possible, full details and technical data of any similar drycleaning plant in the States.

F. RAMOS

Manager, Casa Ramos S. A.
Ejido 1432, Montevideo, Uruguay

Some of our good-neighborly readers with comparable operations may care to supplement our own response by writing directly to Mr. Ramos.—EDITOR

Steady Reader

To the Editor:

Please send two copies of your "Silk Finishers Manual."

We read each issue of THE NATIONAL CLEANER & DYER "cover to cover"—keep up the good reporting.

C. W. HOODESHELL

Newhall, California Howdy Cleaners

Wants To Come Back

To the Editor:

As you know, I am your subscriber and would be most grateful for your help and advice.

I have my own cleaning and dyeing establishment here and have 32 years' practical experience of this work. Between the years 1919 and 1929 I was in the United States.

I am anxious now to return to your country for good. Can you possibly put me in touch with firms who are likely to care for my services? I see many advertisements in each issue of your journal but do not myself know how to set about the business of returning to the States on my own.

I should require that the firm willing to employ me obtained the necessary permit off the quota and pay my passage. This, of course, I would return from my pay.

I can furnish you with full references. I am now 53 years old, in thoroughly good health.

V. TRPOSKI

Ul. Ivo Lola Ribar, 12
Skopje, Yugoslavia

Mr. Trposki can furnish current references in this country to anyone who may wish to answer his letter.—EDITOR

faster service . . . save space . . .
improve customer relations . . .



Photographs of installation at Charles L. Walker, Indianapolis, Ind.
featured in the May 1954 issue of NATIONAL CLEANER & DYER.

The NEW B & G Push-Button Call Office Conveyor—

Can do all of these for you!

CUSTOMER CONTACT . . .

Maintain constant customer contact. The attendant never leaves the counter.

39% MORE SPACE . . .

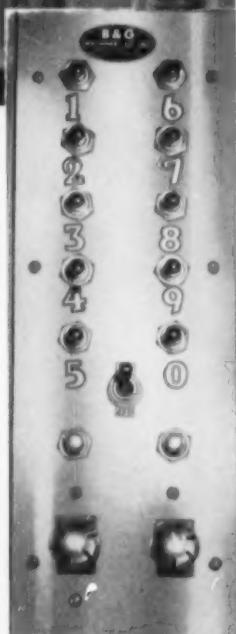
Hang 39% more orders in the same space now being used.

FAST SERVICE . . .

No matter how large your volume customer orders automatically delivered to your counter attendant in 15 SECONDS.

THE B & G PUSH BUTTON CALL OFFICE CONVEYOR is an amazing new mechanical rack that will deliver any specified order to your office or store attendant in 15 SECONDS or less . . . the attendant never leaves the customer . . . and you can hang 1000 orders where you formerly stored 610 . . . THREE STANDARD STOCK UNITS FOR 150-250 and 300 orders . . . SEMI AUTOMATIC or FULLY AUTOMATIC . . . Just plug the unit in, no other installation required . . .

Write, wire or call for complete information



PUSH BUTTON PANEL . . .
that allows the attendant to select any specified order and automatically bring that order to the customer in 15 seconds or less . . . manual controls also available.

B & G MACHINERY COMPANY

2418 Southeastern Avenue

Indianapolis 1, Indiana



over 17,000

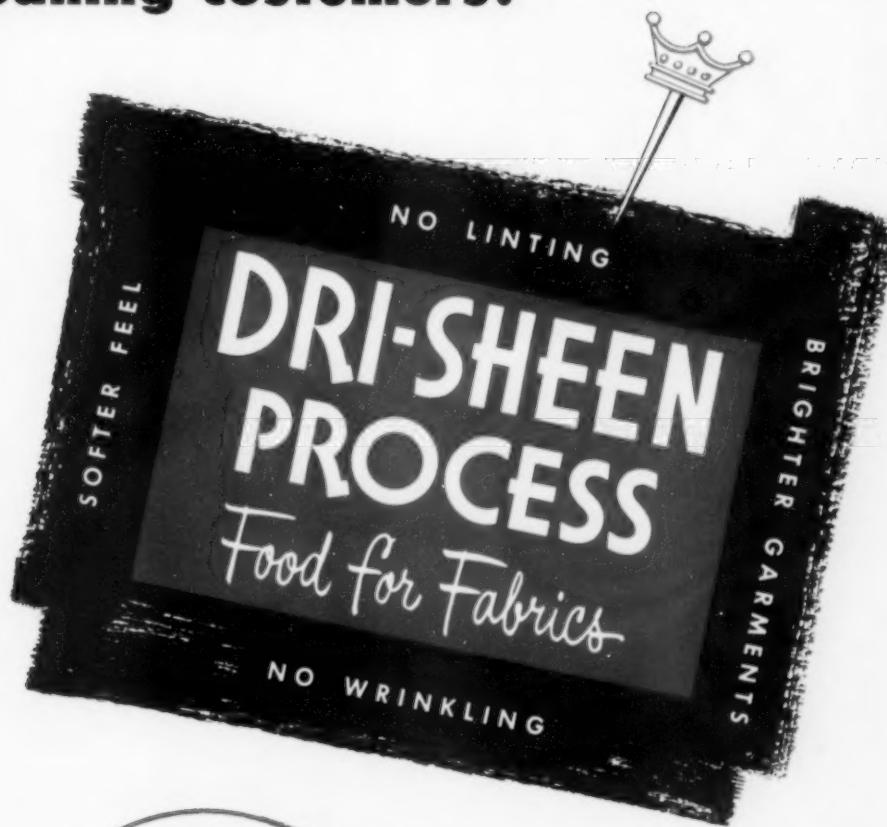
of the nation's topflight drycleaners
choose the **DRI-SHEEN PROCESS**
over all other Charged Systems!

VERY IMPORTANT

Adco challenges all other charged systems! Adco guarantees to produce finer quality cleaning in your plant at less overall cost to you than can be obtained with any other product on the market! No extra equipment necessary when using $\frac{1}{2}\%$ thru 2% heavy charge! When 3% or higher charge is used rinse is necessary, just as it is necessary with any real charged system. One of Adco's 56 dry-cleaning technicians will demonstrate the Dri-Sheen Process in your plant at no expense to you for time or materials! With the results guaranteed to be the best cleaning you've ever seen! You can't lose!

ADCO

Various technical processes come and go, but in the drycleaning business one fact stands out . . . THE BETTER YOUR SOAP . . . THE BETTER YOUR CLEANING . . . the happier your dry-cleaning customers!



CALL, WIRE OR WRITE:

Adco, INC.

Sedalia, Missouri

Manufacturing Chemists since 1908

longer life!

*One more reason to
choose a*

COLUMBIA^{HRT*}

oil or gas fired boiler

10
good
reasons for
you to
choose Columbia

Larger combustion chamber permits overfiring.

Easy access to the single bank of tubes from front and back.

Two-pass updraft minimizes draft loss and insures greater safety.

Removable covers make all parts accessible.

Large steam space insures dry steam.

Greater heating surface than most boilers of comparable capacity in higher steam output.

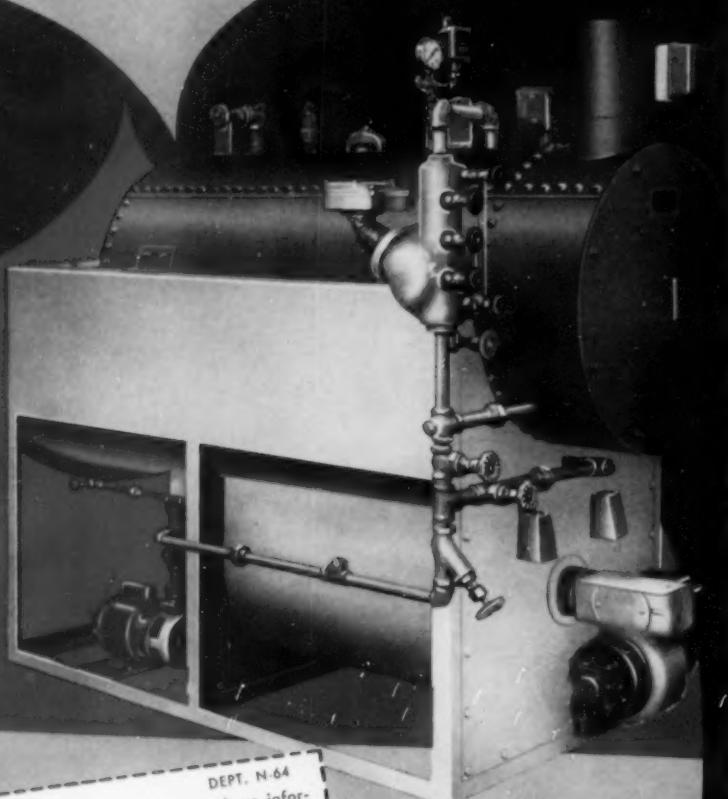
High efficiency through proper proportion of two-pass heating surfaces.

Completely submerged tubes insure longer life.

Combustion chamber factory-installed with specially designed refractory and insulation, minimizing heat loss.

Inexpensive, yet built of the best materials to give years of trouble-free service.

Yes, your Columbia HRT* oil or gas fired boiler lasts longer than others because it's designed with completely submerged tubes. And while it enjoys longer life, the Columbia boiler produces more steam per dollar invested and more steam per dollar spent for fuel... it has a greater heating surface! Listed below are 10 big reasons for you to learn more about the Columbia boiler. All you have to do is clip and mail the convenient coupon. Do it today... it'll be well worth your while.



Gentlemen: DEPT. N-64
Without obligation, please send me information on how I may reduce operating costs in my plant by switching to a new Columbia HRT* Oil or Gas Fired boiler.

Firm name _____

Address _____

Your name _____

Position _____

COLUMBIA BOILER COMPANY

Office & Factory: Pottstown, Penna.

*Horizontal Return Tubular Type.

IMPROVED CLEANING FORMULA
IMPROVES THE DEALER'S DEAL, TOO!

THE GREATEST CLEANING
IMPROVEMENT IN YEARS

Hi-Hat

MOTHPROOF CLEANING SYSTEM

OFFER DE LUXE CLEANING AND
MOTHPROOFING AT NO EXTRA COST

USE HI-HAT RIGHT IN
THE WHEEL—NO AD-
DITIONAL EQUIPMENT
NEEDED—NO EXTRA
LABOR REQUIRED.

BETTER CLEANING,
HIGHER PERCENTAGE
OF PASS UPS IN
ANY SYSTEM.

Economical HI-HAT, the miracle mothproof cleaning system, cleans better, faster and more thoroughly than you ever believed possible. Used in the wheel it eliminates objectionable odors, saves soap and reduces labor cost through greatly increased percentage of pass-ups . . . while at the same time, mothproofs as it cleans!

Better cleaning PLUS mothproofing is a powerful business builder . . . and since HI-HAT costs but a fraction of a cent per garment, you can offer this extra service FREE!

In every way, HI-HAT gives the dealer a better deal! Hard-hitting merchandising aids—such as FREE Day-Glo window streamers, decals, newspaper and direct mail ideas and attention-getting posters and button-tags at rock bottom costs—are all available to help you with your promotions.

Now is the time to plug free mothproofing and improved cleaning. Delay could be costly . . . so contact your distributor about HI-HAT at once!

TOPS MOTHPROOFING, INC.

2642 LOCUST STREET • ST. LOUIS 3, MISSOURI

ASK YOUR
DISTRIBUTOR
TODAY

SIGNS of the TIMES

Survey of Military Plants: The U. S. Department of Defense has issued instructions requiring the Army to review and report on the need for military operation of laundries and dry-cleaning plants. This would include most commercial and industrial facilities owned and operated or proposed to be established and operated by the Department of Defense departments, agencies and commands. It does not apply to commissaries, post exchanges or other non-appropriated fund activities, to facilities of this type in an active zone of action or those that are part of a combat unit.

Privately owned and operated plants will also be analyzed to determine whether they can perform the same services as the government-operated plants at an equal or lower price.

#

New Buffalo Ordinances: New amendments to Buffalo, N. Y., ordinances relating to drycleaning have been passed by the Common Council and are awaiting the signature of the mayor.

According to the amendments, no drycleaning establishment can be operated without a certificate of inspection from the director of licenses. The licenses, which cost \$15, will be issued only after an inspection. Before any change in a licensed establishment—equipment, ventilation or solvent used—is effected the examiner must be notified and his approval obtained. The approval of the examiner will be based on nationally accepted practices and standards of the drycleaning industry in relation to safety. Equipment and solvent must be safe from fire or explosion, and persons working in the drycleaning establishment must be protected from noxious fumes before a license will be granted.

Synthetic plants using not more than two cleaning units with combined capacity of not more than 60 pounds will be permitted in "C2" community business districts.

#

Writeup of Canadian Industry: In its monthly bulletin, Canadian Research Institute of Launderers and Cleaners, 456 Montreal Rd., Ottawa 2, Ont., mentions "Packaging News," a bi-monthly publication issued by Film Division, Canadian Industries Limited,

Montreal. The booklet is designed to acquaint all those who use packaging in their business with ways that other industries have solved their packaging problems. It also explains how other industries operate and how they are continually on the lookout for improvements.

The May 1954 issue, Vol. 16, No. 3, of the publication features an explanation, titled "Science Works for the Cleaning Industries," of the work of Canadian Research Institute of Launderers and Cleaners.

#

Small Business Aid: "How To Analyze Your Own Business" is the title of bulletin No. 46 in the Management Aids for Small Business series, available free from Small Business Administration, Washington 25, D. C. The publication contains a checklist of various phases of business management—industrial relations, finance, production control, plant engineering, quality control, etc.—and describes what conditions would be in a progressive, average or weak organization. Several of the items on the checklist should be of interest to drycleaners.

#

Cleaners Sue Coupon Promoters: Melvin and Isidore Schuman of Ruxton Cleaners and Jack S. Matisoff, Har-Ted Craftsman Cleaners and Tailors, Baltimore, have filed suit against H-C and Associates. The suit alleges that the cleaning firms had agreed with H-C Associates to sell coupon books to the public for \$1. Cleaning was to be restricted to one garment per week. Books were limited to one to a family and good only for the specific garments named on the coupons. Also, the books were to be sold only in restricted areas and in certain amounts. The suit further alleged that H-C and Associates had represented itself as an allied trades member of the National Institute of Drycleaning.

According to the drycleaners, the coupon promoters violated their agreement by selling books out of the agreed areas, making it too costly to service the books. In addition, it is claimed that the promoters misrepresented the books to the purchasers and sold them in greater amounts

than authorized. As the result of these misrepresentations, Har-Ted and Ruxton claim to be irreparably damaged both businesswise and in goodwill.

A member of the Maryland Drycleaners Guild, Inc., has received a letter from Norbert J. Berg, general manager of NID, disclaiming membership in that group of the coupon promoters and warning drycleaners "about accepting too readily any form of promotion which involves the processing of considerable work from which no income is derived. . . . Further, it seems that it should not be necessary to contract with an outside firm of promotional experts to give away your services."

#

Drycleaning Accounting: An institute on special problems in drycleaning and laundry accounting was scheduled for eight consecutive Tuesdays, beginning April 6, by the evening division of the college of business administration, Marquette University, Milwaukee, Wis. Robert O. Brown, manager of the accounting department of the American Institute of Laundering, Joliet, Ill., was scheduled to start the series on April 6 with a talk on "Account Classification and Description."

#

Serviceability Guarantee: Mrs. M. E. Humphries, chairman of the textile committee of the Canadian Association of Consumers, called for a guarantee of serviceability for Canadian-made textiles in an address before the Textile Society of Canada. Mrs. Humphries said that such a guarantee would be a good booster for the prestige of Canadian-made goods.

#

FTC Rescinds Rules: The Federal Trade Commission has rescinded trade practice rules on the cleaning and dyeing industry in Pennsylvania and adjoining territory, issued more than 20 years ago.

The cleaning and dyeing rules, the Commission said, "are general in form and in many respects are now inaccurate." It added that "the business of this industry is largely intrastate and involves rendition of services rather than the sale of commodities."

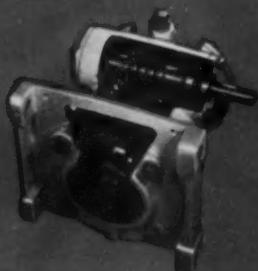


The Demand:

Terrific!

The Reason: They have everything you could ask for

STURDY, beautifully and simply designed . . . ANY PART CAN BE REPLACED IN LESS THAN 15 MINUTES. Separate motors for fans and baskets. Basket driven with the Cissell Gear Reducer.



Even a quick look at CISSELL LAUNDRY AND DRYCLEANING TUMBLERS will reveal sturdy construction, flexible operation and accessible parts for maintenance and cleaning. But, better still, a check with users will prove the dependable performance you want in tumblers. CISSELL LAUNDRY TUMBLERS—GAS-FIRED, 36" x 36", or "Twin" with Time & Temperature Control or Bell Signal Time Alarm. STEAM-HEATED, 42" x 43"—100 lb., 36" x 36", or "Twin" with Time & Temperature Dry Alarm or Bell Signal Time Alarm. CISSELL DRYCLEANING TUMBLERS—STEAM-HEATED ONLY, 42" x 42"—100 lb., or 36" x 36" with Bell Signal Time Alarm and Thermometer. NOTE: 42" x 42" Tumblers have revolving or one-revolving basket.

CISSELL

Consult Your Jobber

W. M. CISSELL MFG. CO., INC., LOUISVILLE, KY.

Pacific Coast Office—4823 W. Jefferson Blvd., Los Angeles—Foreign Distributors write Export Dept.—Cable: "CISSELL"



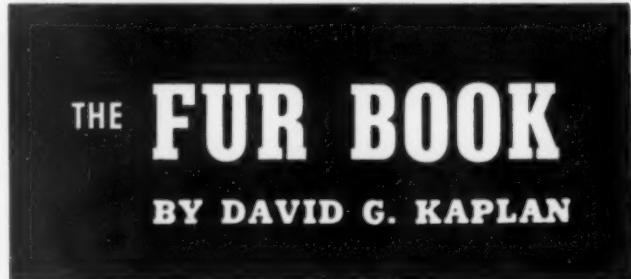
SPECIAL OFFER

you can save \$2.50 on

your copy of

if you

act at once!



regularly \$7 50

FOR A LIMITED TIME—BARGAIN PRICE—ONLY \$5.00

for the most complete textbook on
the maintenance of fur garments
Repairing—Remodeling—Cleaning

Get full profit from your storage vault...by servicing your customers' stored fur garments. THE FUR BOOK tells you how—in clear, detailed instructions by a practical teacher-furrier.

The NATIONAL CLEANER & DYER
304 East 45th Street, New York 17, N. Y.

check money order

Please send me THE FUR BOOK at Special Price of Only \$5.00

Name _____

Firm _____

Address _____

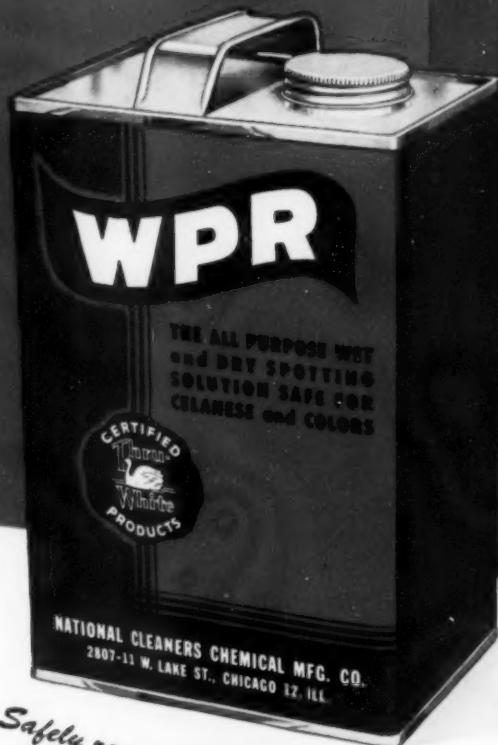
City _____ State _____

**Send this
money-saving coupon—
TODAY**



WPR

THE SPOT REMOVER
THAT DOES THE
WORK OF 5



Safely removes



LIPSTICK PAINT and GREASE SWEET SPOTS NAIL POLISH GRASS STAINS

DO
LIPSTICK LOADS
HAUNT YOU?



They needn't! There's a scientific way to treat
lipstick loads—quickly! Write today for FREE
copy of "The Case of the Lipstick Nightmare!"

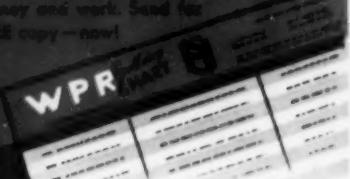
NATIONAL CLEANERS CHEMICAL MFG. CO.

2807-11 West Lake Street • Chicago 12, Illinois

Just Out! HANDY WPR
SPOTTING GUIDE WALL CHART

Yours for the asking!

Tells how to recognize different types
of stains and how to remove them. Post
this new WPR Spotting Guide on the
wall for quick reference. It will save you
time, money and work. Send for
your FREE copy—now!

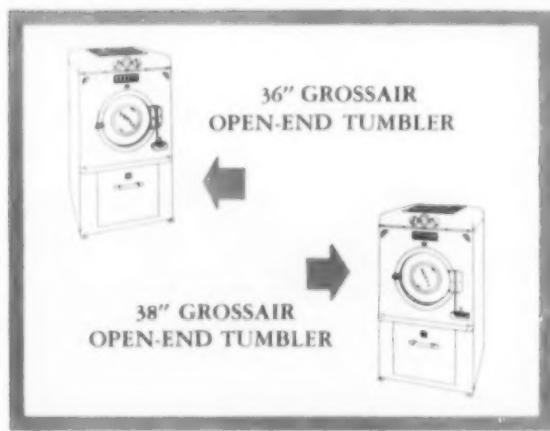


• Because the
**42" GROSSAIR
OPEN END TUMBLER**
changes the air
more frequently
per minute... it gives

**THE FASTEST
DRYING TIME
IN THE INDUSTRY**



*This amazingly compact open-end tumbler
provides the fastest drying time in the industry!*



It has been designed in function and streamlined in form to the highest degree of drying and deodorizing efficiency. It incorporates every technical advance known to industry... plus many exclusive developments which have been pioneered by GROSS.

This piece of equipment, like the GROSSAIR 36" and 38" Open-End Tumbler, has been designed to balance great volumes of heat and air for drying and dissipating solvent vapors. And it effectively accomplishes this operation faster... in less space... at less cost... than any other tumbler of comparable size which is available to the industry.

Write, wire or phone for details



GROSS MACHINERY CO., INC.

Originators and Manufacturers of the World's Finest Dry Cleaning Equipment
183 HALBERT ST. Founded 1923 BUFFALO 14, N. Y.



NATIONAL CLEANER & DYER

10 REASONS WHY...



For Quality Cleaning...

YOUR FIRM'S NAME and address

CALL
Phone No.

Assembled Caped Hangers ARE YOUR BEST BUY!

1. Being assembled, these hangers save the dry cleaning industry thousands of expensive man hours.
2. The convenience of having printed caped hangers all assembled and ready when needed, brings order and system to your cleaning plant.
3. Art work is colorful and pleasing to the eye.
4. Printing is sharp and clear . . . easy to read.
5. White paper is the best obtainable. Adds strength to the hangers.
6. Capes have two complete walls (a front wall and a back wall). The advertising mes-

sage printed on the front wall is not weakened by light from the back.

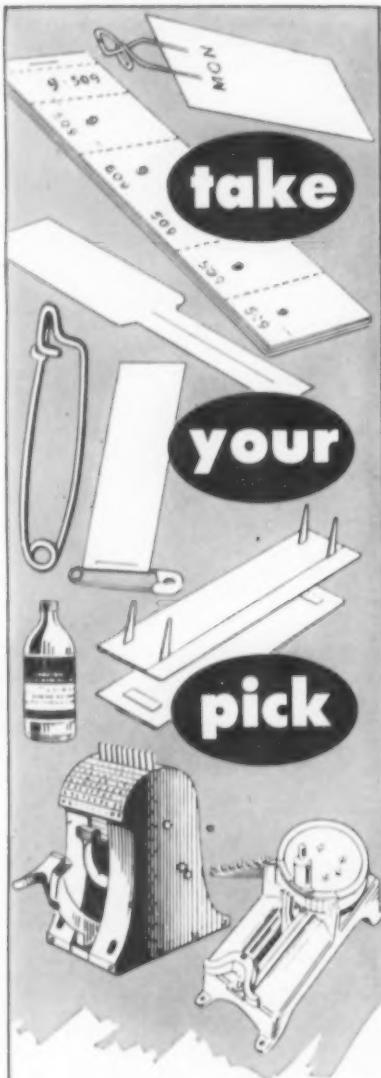
7. Capes are tailored to the hangers which they cover. Cannot shift their position.
8. Just right for dresses, blouses, coats, sweaters, sport shirts, etc.
9. You and your customers will like them. They're new, clean, and crisp.
10. The printing can carry a strong advertising message!

Assembled Caped Hangers are easy to obtain. Call a Cleaners Hanger jobber, or write us direct!

CLEANERS HANGER CO.

18140 JAMES COUZENS HIGHWAY
DETROIT 35, MICHIGAN

Plants: Cleveland • Baltimore • Gadsden, Ala. • Pueblo, Colo.



... any ARMA product is guaranteed to be the finest made. The extra quality in materials and workmanship is your assurance that they will serve you best in your business. Marking tags, marking machines, marking inks... all are made to help you operate your business more efficiently and economically. And they do just that! Ask your jobber for products made by ARMA; send for samples or literature.

Our pledge to you is satisfaction in any product made by

ARMA

Pittsburgh Tag Company

1112 Galveston Ave., Pittsburgh 33, Pa.

BUSINESS BUILDERS

Cartoon Posters Please Customers

For the past two years D. V. Boone (right), owner of Fashion Cleaners of Alice, Texas, has subscribed to a cartoon ad service. The service includes 24 large cartoon posters, all having a good drycleaning message and a laugh. These posters are put up in the plant store and changed each two weeks. The 24 posters cost \$8.50.

"We have more favorable comment," Mr. Boone said, "from these posters than from any other advertising. We have tried not putting up the posters and every time dozens of our customers ask us why they are not up."

Another benefit Mr. Boone has found is that the posters cut apparent waiting time. While the customer looks at the cartoon, reads the gag



line and the drycleaning message, her garment has been located and is ready for her before she is conscious of having waited.

Photograph Promotion Builds Order Size



A year ago Owl Cleaners of North Sacramento, California, and its 14 College Cleaners stores in Sacramento started a photograph promotion that has resulted in a boost in individual order size for the plant and stores.

Here's how it works. Any customer who brings in a \$5 order is entitled to a photo certificate for free pictures in four different poses and one 8-by-10 finished photo made from the selected pose. The studio doing the work has branches in eight cities of the area, and the coupon is good at any of these studios. To publicize the promotion each Owl branch and the

main plant has an 8-by-10 mounted picture of a beautiful girl in the store window and a second picture in a holder on the counter.

It cost Owl Cleaners \$170 for 2,000 of the certificates for free photography. It's now on its second order of 2,000.

"The picture deal gets the biggest play," owner Beecher Saunders says, "at Mother's Day and around graduation time. We can definitely notice the increase in dollar size of our orders at those times. Aside from the increase in order size, we have gained enough new accounts to make it prof-

itable for us to continue the promotion. I think one important requirement is that the studio give your customer a top quality picture. Our customers are getting that, and many of them have brought the pictures in for our store managers to see."

Visitors Photographed

Creech Cleaners, Fort Bragg, N. C., builds customer goodwill not only by inviting people to tour its plant; it goes one step further by featuring group pictures of its plant visitors in local newspaper advertisements. Copy under the picture reads: "A group of ladies from the _____ Club tour Creech Cleaners plant, at which time they observed the operation of the plant and were shown the serviceability of fabrics." Each of the visitors is identified by name.

Crossword Contest

Phil Nolan, proprietor of Richelieu Cleaners of Quebec, Canada, is sponsoring a 10-week crossword puzzle contest in a local newspaper. The first correct answer to the puzzle received each week wins a prize, and if a sales slip or voucher from Richelieu Cleaners is attached the jackpot is doubled.

Contest Builds Hand-Knit Business



ALL HAND-KNITS are measured before cleaning and blocking. Owner D. M. Korzan packages knits in cellophane; slip inside gives measurements, initials of finisher

Staging a contest for hand-knit garments is the way D. M. Korzan, owner of Sanitex Cleaners, Placerville, California, promoted a new business. Mr. Korzan was particularly careful not to offer free cleaning and

blocking of any knitted items as prizes; instead he offered small cash awards—a \$15 first prize, \$10 for second place and \$5 for third. He purposely didn't feature free cleaning because he hoped that entrants would

YOUR ADVERTISING
MESSAGE REPEATED
EVERY DAY AT LOW COST

FREE SAMPLE
TO BUSINESS FIRMS

Write us on your firm's
letterhead! No obli-
gation!

ACTUAL
SIZE!

WATERBURY
COMPANIES, INC.
WATERBURY, CONN.

• Triple cut!
• Stainless steel!
• Firm-grip
plastic handle!
• Cuticle shaper!
• As little as
21¢ each—or less—
in quantity—
fully imprinted!

bring their garments in to be cleaned and reblocked at Sanitex before entering them in the contest. Thirty-five garments were cleaned and reblocked the 10 pre-contest days.

The three judges selected were an expert knitter, the head of a sewing class in local schools and the owner of a local women's shop. When the owners of the hand-knits entered their garments, they filled out an entry blank telling: kind of yarn used; whether pattern was original or copied; the owner's name and phone number, and when the garment was knit. The people who entered the contest also had to sign a statement that they did all of the knitting on the garment. At the bottom of the entry blank was printed "It is not necessary that the entrants handle blocking on the hand-knit entered. Blocking may be done by a professional." Eighty-four garments were entered.

As a result of the contest, Mr. Korzan reports, Sanitex Cleaners has become local headquarters for hand-knits. He says that almost every day women come into the plant for information on yarn, styles and patterns.

Cleaning of knits has jumped to more than double the amount handled before the contest, and much of the work comes from nearby towns.

Cleaning fit for a

**For improved detergency
in charged soap cleaning
use DARCO® DC daily**

Soluble impurities in solvent decrease the detergency of charged soaps. As solvent is re-used, impurities build up. But you don't have to re-distill every time solvent gets dirty. The efficient and economical way to *keep* it in good condition is daily treatment with DARCO DC activated carbon.

DARCO DC cuts down your distillation costs, by letting you go longer between distillations. DARCO DC gives you better cleaning, because it takes out objectionable impurities in one sweep. It removes bleeding dyes that cause greying in charged soap systems . . . sweeps out fatty acids and odors, too.

DARCO DC saves soap; less soap is lost than with any sweetener.

Try DARCO DC yourself. No matter what kind of system you have, you'll find it's the best decolorizer, sweetener and deodorizer on the market. Order DARCO DC from your supplier . . . and use it every day in the dosage and procedure recommended for your system.

Got a solvent purification problem? Send for this new Darco booklet — "What's Your Problem?"

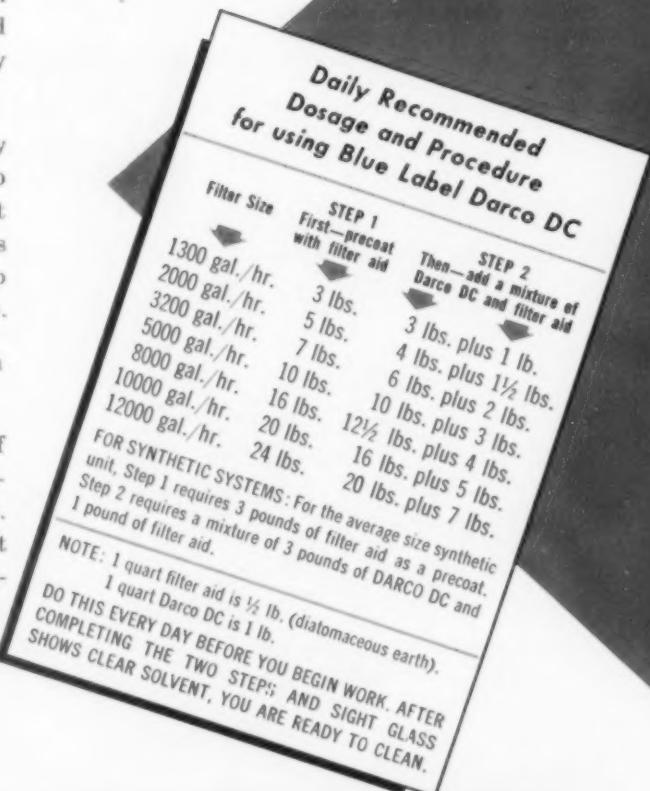


DARCO DEPARTMENT
ATLAS POWDER COMPANY

Darco General Sales Offices

60 EAST 42ND STREET, NEW YORK 17, N. Y.

ATLAS POWDER COMPANY, CANADA, LTD., BRANTFORD, CANADA



Queen



Queen of the month
SALLY McEWAN MIDDLETON
Miss Connecticut, 1952

How to Figure the cost of STEAM TRAPS

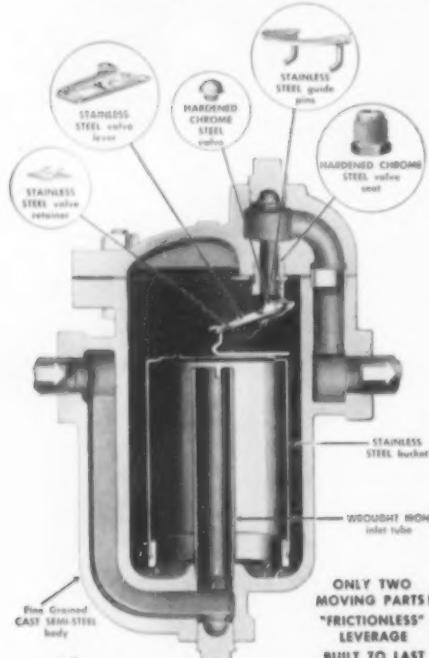
1. PRICE—you get a lot of trap for your money when you buy an Armstrong: big capacity in small size; the long-lasting mechanism in traps for low and medium pressures is identical in design, workmanship and materials, to that in traps for 900 degrees, 950 lbs. pressure!

2. INSTALLATION—Armstrong gives you a choice of body styles to save installation labor and pipe fittings.

3. MAINTENANCE—Armstrong traps last longer! You save labor, parts cost and downtime. Freedom from leakage saves fuel.

Divide total trap cost by the life of the trap to get *costs per year*—this is where Armstrong traps really shine. Call your Armstrong Representative for the traps you need now, or write:

ARMSTRONG MACHINE WORKS
850 Maple Street • Three Rivers, Michigan



ARMSTRONG STEAM TRAPS *COST LESS!*



BOTTOM INLET—
TOP OUTLET

SIDE INLET—
SIDE OUTLET



RIGHT ANGLE CONNECTIONS



BUILT-IN STRAINER

Full Facts In FREE Catalog J

Catalog J, also an educational handbook on condensate drainage, gives sizes, prices and capacities of Armstrong traps. It tells how to select traps; how to make hook-ups; how to trouble-shoot. Send for a copy today.

STEAM TRAP CHECK LIST

ARMSTRONG TRAPS
Yes

You don't have to be
a "medicine man"
to take out stains!

Just use



You can kiss goodbye to that "medicine chest" collection of special chemicals and spotter... once you switch to all-purpose TarGo. This different, action-loaded spotter takes care of every solvent-soluble stain that comes along — LIPSTICK, AIRPLANE DOPE, OXIDIZED OIL and GREASE, WRITING, MARKING and BALL PEN INKS, LEATHER, GRASS, TAR, LACQUER, PAINT, PITCH, SHOE POLISH, NAIL POLISH, CEMENT, TANNIN and other stains... even the "hard-set" ones that don't come out in charged-system cleaning. And, because concentrated TarGo has a unique penetrating power that quickly breaks up stain substances, it requires less working-in and rubbing... is safer to fragile fabrics. Try TarGo — see how it replaces all the other spotter on the board... and helps you do a better job of stain removal in *half* the time.

See your jobber or Wilson Field Representative for FREE TarGo and "TarGo-Mix" Spotting Bottles

There's no
substitute for



...and still
the best!

Order TarGo
from your jobber

A. L. WILSON CHEMICAL CO.
KEARNY, N. J.

Two ways
to use TarGo

- Use TarGo full-strength for "hard-set" stains that other spotter will not budge; and for lipstick or ball pen ink loads



- Use "TarGo-Mix" (1 part TarGo, 1 part solvent) — instead of ordinary "paint, oil and grease removers" — for quicker results on average stains



GADGETS and GIMMICKS

Loading-Platform Guard



When building a new loading platform at the Village Laundry and Cleaners in Chapel Hill, North Carolina, the firm's president and manager, T. G. Goad and D. C. Hayes, determined to avoid the chipping and crumbling previously caused when the trucks backed into the edge of the platform.

Three-quarter-inch bolts were placed at 4-foot intervals in the wooden form that held the fresh concrete until it had set. These bolts protruded into the wet cement about 6 inches, and about 3 inches below its surface.

When the platform had set, an angle-bar of quarter-inch steel was bolted on. This has a 6-inch face on the side bumped by the trucks, and a 3-inch flange on the top. The guard bends around the corner of the platform with a bead of welding to hold the flange firm.

Counter Built in Staggered Units



Better control of customers and orders was one reason Mr. and Mrs. Hugh J. Kerley built their counter in units at the King Kerley Cleaners in Falls Church, Virginia. Measuring 30 inches across and 24 inches in depth, the counters are covered with striated plywood, with treated stainless tops trimmed with aluminum.

Each of three units has its own invoice machine and order hook. A fourth unit is held for a spare and to

fill the space at the end of the row of units. A 6-inch space between units permits finished orders to pass through.

By staggering these sections, customers are compelled to come to one unit or the other, instead of stringing along a counter. Thus the store girls can keep better track of priorities. Likewise, when the incoming business gets heavy, parts of an order don't slip into another order.

An additional advantage to the Kerleys is that the units have proved very flexible during their series of changes in the store layout. This was part of their long-term planning for over-all plant improvement.

Hooks Speed Workflow



When garments are marked in at Hub Cleaners, Houston, Texas, they go on rail hanger hooks. Garments remain on these mobile carrier hooks to the prespotting department and on to the cleaning section. Here they are loaded onto other hooks, weighed 20 pounds to the hook, and arranged in pairs to give a 40-pound washer load.

After finishing the cleaning cycle, garments go onto hooks sorted as to trouser loads, coats, and long coats. These loaded hook hangers follow on around the rail system to the spotting department, and from there to the trouser and coat finishing units.

"By using these garment hanger hooks," owner A. L. Gifford (above) says, "we eliminate the chance of a misplaced garment before it reaches the checkout stand; we have cut our garment handling in half; and as a result we have greatly speeded the flow through the plant."

The hooks used (18 of them) were made at a local metal shop from $\frac{1}{2}$ -inch-rod stock. The rods, before being bent to their extended meat-hook shape, were 6 feet in length.

Mr. Gifford has now ordered some plastic hose with an inside diameter of $\frac{1}{2}$ inch plus. The plastic hose, he figures, will be easier on garments and will look a great deal better than the uncovered rods.

Acclaimed

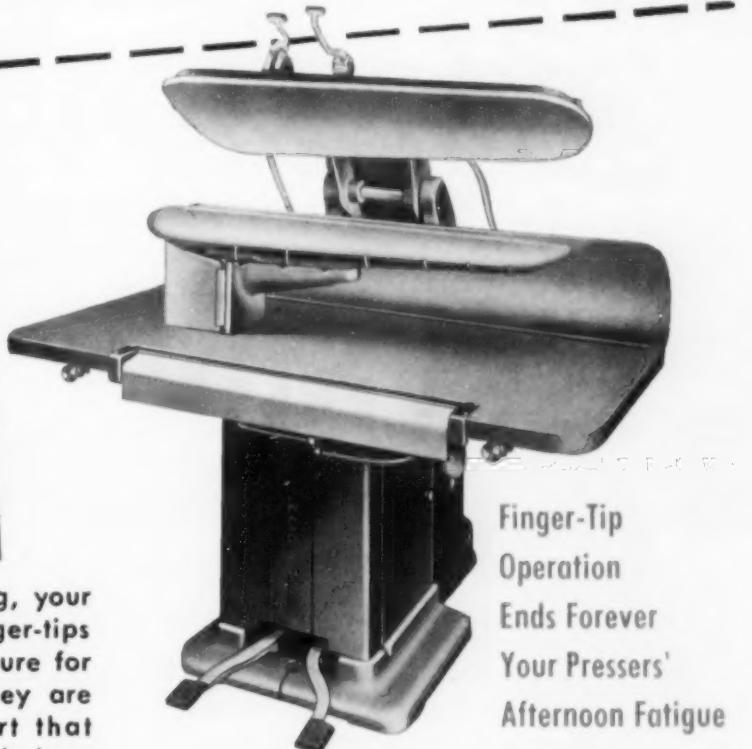
BY OLD TIME
PRESSERS —

THE
HOFFMAN

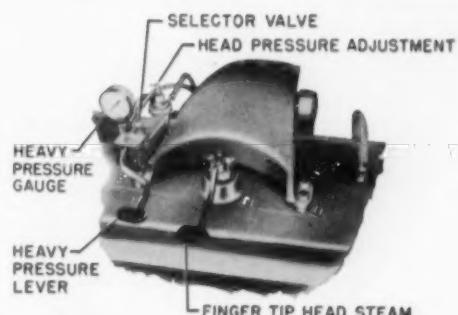
Aero-draulic

With "Aero-draulic" pressing, your pressers have at their finger-tips any degree of working pressure for individual garments. Yet, they are spared the repeated effort that brings afternoon fatigue and slows down production. That's because the "Aero-draulic" uses both air and hydraulics to close the head and apply correct pressure instantly, exactly (the way master pressers did with body weight, hand and leg motion). Quick, simple adjustments for "padding," steaming, heavy pressure (see illustration). Get all the "Aero-draulic" facts from your Hoffman representative today.

"The Press that Comes Closest
to duplicating their Master Skill
in Applying Pressure to Garments"



Finger-Tip
Operation
Ends Forever
Your Pressers'
Afternoon Fatigue



TOPS IN VALUE
...SINCE 1905

Hoffman

U. S. HOFFMAN MACHINERY CORP. - 105 FOURTH AVENUE, NEW YORK 3, N. Y.



CANADIAN HOFFMAN
MACHINERY CO. LTD.
126 DUNDAS ST. W. TORONTO, ONT.

WHY CAL'S CHARGE

Eliminates "Grief"

Think of it..

NO { WRINKLES
STATIC PROBLEMS
ODOR
HARSHNESS

YOU CAN USE ACTIVE FILTER AIDS

NO { PRESSURE
LINT PROBLEMS
SOAP STAINS
OILY FEEL

YOU GET COMPLETE SOIL REMOVAL

Cal's Charge

TAKES OUT SPOTS AT THE WHEEL
SAVES ON FINISHING COSTS



1 1/2%

IS ENOUGH

With no Excess Moisture

WHEN IT'S

CAL'S CHARGE

With many charge soaps, moisture accumulates in the charge itself. Then your charge is never dry. You never have dry soap for dry loads when you want it. Garments—or parts of garments, like coat linings—which should have no water—are "all wet." So they come out badly wrinkled. And that means extra cost in finishing. If you try cutting down extraction time, you get excessive drying time . . . and loss of charge. You get poor distillation. Your charge "runs down." Above all, you get imperfect results. You spend money in "do-overs" . . . or you lose customers!

**OUTCLEANS 3 TO 4% CHARGES . . . DRY
ENOUGH FOR ANY LOAD**



CAL'S
PRODUCTS CO., INC.
BRENTWOOD, MARYLAND

HERE ARE TWO POINTS TO REMEMBER WHEN BUYING A NEUTRALIZER...

BUCKEYE
NEUTRA-LENE
MORE
EFFECTIVE!

**because it removes
offensive odors!**

BUCKEYE
NEUTRA-LENE
MORE
ECONOMICAL!

**because it is
concentrated!**



- For laundry, dry cleaning and rug cleaning!
- Absolutely harmless to colors and fabrics!
- Also successful penetrating wetting agent!

NEUTRA-LENE

actually *deodorizes* and *eliminates* the cause of odors in garments! Leading plants throughout the country are applying this deodorant-neutralizer in the final rinse in laundry or dry cleaning. Neutra-Lene has also proven highly efficient for use on the spotting board. Use Neutra-Lene to do an expert job of neutralizing offensive odors and stubborn stains!

For Further Information
Write Today...

SYMBOL OF QUALITY

THE **DAVIES-YOUNG**
SOAP COMPANY
BOX 995 DAYTON 1, OHIO

Producers of Quality Products for the Cleaning and Laundry Industry Since 1844

Concentrated Vacuum
does it!

**THE CISSELL
VACUUM
SPOTTING
BOARD**

For chemical or steam spotting, go to the "wet side" for amazing results. It's extremely fast! Cut wet-cleaning and recleaning to a minimum, eliminate feathering . . . sizing rings . . . discoloration . . . "blow-off" with dry steam . . . drying in tumbler . . . re-inspecting. Spot and dry large or small areas with ease.

POWERFUL CONCENTRATED VACUUM on both sides of board and swinging sleeve board — keeps wetted areas under control. In "dry" spotting, the Cissell concentrated vacuum provides rapid drying — removing solutions such as carbon tetrachloride and benzene oil without a "dry" ring. When solvents, soaps, bleaches are necessary, you'll find the white vitreous top idealized — its white surface enables spots to be seen with ease. Stainless Steel pan with fine nickel screen on base of board and swinging sleeve board . . . sturdy cast iron base . . . dry, moist or wet steam . . . compressed air connection for hot air . . . height adjustable to suit operator. Here is every feature you want for spotting at its best.

CISSELL

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STEAM-ELECTRIC IRONS • SPOTTING UNITS
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SLEEVE FINISHERS • WATER-SPRAY GUNS
PUFF IRONS • BOILER-RETURN SYSTEMS
STEAM-FINISHING BOARDS • HOT & COLD WATER PUMPS

EDITORIALS

Straw in the Wind

Some time ago an editorial appeared in this space warning drycleaners against complacency in the matter of customer competition. Most of us have the feeling that although the launderers and rug cleaners have to knock their brains out getting the business away from housewives who think that they can do the job just as well or better, drycleaners are in no danger from this particular corner.

It just ain't so. A billion and a half dollars is a big enough market to interest anybody, and the do-it-yourself craze is firmly rooted. We are advised daily through the big advertising media that it is simple to build your own house, fix your own car, take your own movies, and now, clean and spot your own clothes, rugs and furniture.

Many of you, by now, may have heard about Pro-Fesh, made by Pro-Fesh Products, Inc., New York City. Billed on the label as a drycleaner and spot remover, it carries the slogan, "Dryclean the professional way." The product is packaged in a pressure spray can. You aim the nozzle at the spot, push the button, wipe the sprayed area with a clean cloth—and the spot is gone. So they say. It is said to be safe on all fabrics and suedes, leaves no odor, no spotting rings and is noninflammable.

In its advertising, demonstrations and even its name, the key emphasis is that Pro-Fesh makes it possible for the consumer to *do a professional job*. "Now you can do what professional cleaners do . . ." "Do it yourself with Pro-Fesh and save real money."

Our first experience with Pro-Fesh came up while we were taking a short course at NID headquarters in Silver Spring. Having spent a day or two at the spotting board sweating over those tenacious lipstick and bean-soup stains, we waltzed in one morning armed with a can of Pro-Fesh. Let the rest of the boys struggle with such old-hat agents as acetic acid, general formula, rust remover, amyl acetate, oily-type paint remover, etc. We had the real professional stuff, so we planned to knock out all the test spots in a couple of minutes and retire to the ping-pong department downstairs.

We went through about half a can of Pro-Fesh and were still working on the lipstick when the rest of the class was ready to move on to the finishing section.

Then, the other day, we read about Pro-Fesh's plans for concentrated promotion and advertising in the Washington and Baltimore areas. We called up the firm's public relations counsel and they sent a fellow over to demonstrate. He poured oil on a tie and knocked it out in jig time. Pro-Fesh didn't do quite so well on lipstick or ink. On rug stains it worked pretty well, but the stains were very fresh.

The important point of all this is not whether Pro-Fesh really does a job or not, but that the industry had best prepare itself for increasingly heavy consumer competition. It is just as inevitable as the sun coming up tomorrow morning. As products or machines are made available to the consumers by which they can clean their fabrics acceptably, at less cost, and with more convenience than the service offered by drycleaners, our industry is going to lose out. We can't

and shouldn't hold back progress, and if the progress is at our expense, we've no one to blame but ourselves. Just as you can fight fire with fire, drycleaners can combat competitive progress with progress of their own.

It comes down to this. Customers aren't interested in what you want to sell. All that matters is what they want to buy. The cleaners who insist on selling week-to-week service in a two- or three-day market, who offer precious little more for \$1.25 than the chain cleaners sell for 79 cents, whose service is geared to their own convenience rather than that of the customers—these are the fellows who are making the market attractive to the do-it-yourself competitors. Our head start in this market isn't going to last forever.

That "Secondhand" Look

One of the speakers at the Oregon convention in Portland made a remark that really hit home, at least to us. He was talking about drive-ins and said that call offices shouldn't look like secondhand clothing stores. The term "secondhand clothing store" conveys an impression of shabbiness, inactivity, clutter, dirt, and accurately describes at least eight out of ten drycleaning retail outlets. It seems shameful and disgraceful that an industry which is supposed to be selling cleanliness is so often represented to the public through dingy, poorly lit stores.

Cleanliness isn't expensive, and it doesn't take much dough to make almost any store look at least presentable. Anyone can afford a shining floor, clean windows, attractive lighting fixtures. The many cleaners who have invested a few hundred dollars or even a few thousand in really dressing up their call offices have found a rapid payoff, almost without exception.

This isn't to say that a drycleaning store should resemble a cocktail lounge. It is a place of business and the idea is to accept and return orders with a minimum of delay and confusion.

It's amazing what a little imagination can accomplish in making a store attractive. We know of one cleaner who contacted a local art school and offered his windows as a sort of practice laboratory for students interested in design. Those windows of his may not be breathtaking, but they do stop traffic. His cost is a few measly bucks every month or so for props and art supplies, which is, we'll bet, more than made up in the student business he gets.

A cleaning store we visited recently up on Madison Avenue here in New York used the most logical display available to a drycleaner. The baker displays bakery items, the butcher displays meat, the automobile dealer displays cars—why shouldn't a drycleaner display fine cleaning? This window frames a stunning gown made by one of New York's better known dress shops with a little neatly lettered sign stating that the dress had been cleaned 14 times by Ernest Winzer Co. It seemed that every second or third woman passing by stopped to read the sign and admire the dress. So simple, so effective—and so rarely tried by drycleaners.

BISHOP BAG-O-TEER

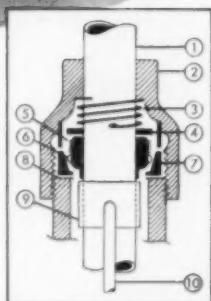
COMBINED BAGGER,
INVOICE DESK AND
BAG STORAGE RACK

SAVES TIME...
SAVES SPACE...
SAVES MONEY...

*Speeds Delivery
to Customers*

FEATURING
"Griptite"

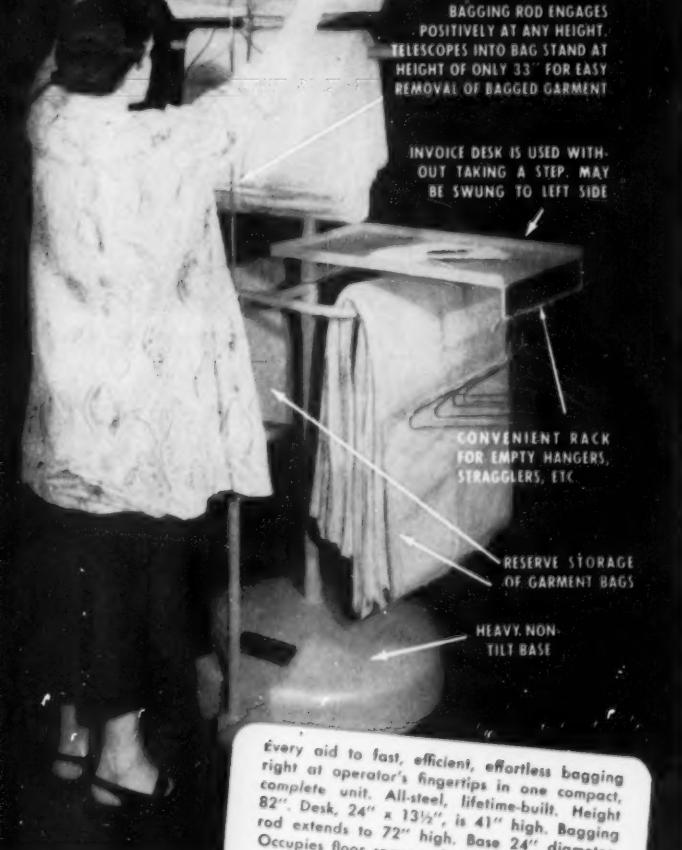
BISHOP'S NEW
SENSATIONAL
SELF-ACTUATING
RAPID-ACTION
BAGGING ROD
CLAMP...



PROVED
FOR POSITIVE HOLD
AND INSTANT RELEASE

"The heavier the load, the tighter it grips." Bagging Rod (1) is engaged by "jaws" of three-piece clamp (5) with gripping power equal to "chuck" used on metal-working lathes. A ball bearing (6) in each "jaw" contacts slanting inner side of locking rim (7) under pressure from spring (3) and equalizing washer (4) to create rigid grasp on bagging rod. Slight upward push on release ring (9) attached to tripping rod (10) operated by foot pedal, separates "jaws" and allows rod to drop. The "Griptite"—contained in cap (2) of bagging stand and held in place by retaining ring (8)—is an exclusive BISHOP feature.

DRESS BAGS AND
SUIT BAGS AT
TOP, PANTS BAGS
JUST BELOW—
ALL THREE RIGHT
IN BAGGING
POSITION



Every aid to fast, efficient, effortless bagging right at operator's fingertips in one compact, complete unit. All-steel, lifetime-built. Height 82". Desk, 24" x 13½", is 41" high. Bagging rod extends to 72" high. Base 24" diameter. Occupies floor space only 39" x 37".

No. B30-2, \$89.00

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LET THE SAVINGS PAY THE COST

G. H. BISHOP CO.

EVANSTON, ILL.

Order FROM YOUR SUPPLIER

MANUFACTURERS
SINCE 1893

OVER-ALL VIEW shows conveyor track and positioning of pick-off lines. Switch at upper left starts and stops conveyor. Loader stands just in front of first carrier, lifts garments from slick rail at left. Only light-colored, over-sized or easily crushed garments are bagged



Subassembly by Conveyor

Simple mechanical system sorts to store and route lines

By PHIL GREENE

GREAT PROGRESS in garment handling has been made during the last year or two. Paying people to push clothes around is an expensive and unproductive proposition, especially when conveyors will do the job faster, more accurately and more economically. Last month's issue described a remarkable timesaver for call offices.

This month we have a device which greatly simplifies subassembly for stores or routes. It was designed by and is operating at Marshall Steel Co., Oakland, California.* The Steel plant, one of the showpieces of the West Coast, handles both drycleaning and family laundry, with about 75 percent of its volume in drycleaning. Distribution is through 21 store outlets, all owned by the firm. There are also a couple of routes which cover some of the outlying districts of the East Bay area.

The only orders assembled in the main plant are specials and fast service. All other assembly, and marking

as well, is handled by store personnel.

Even so, subassembling Steel's tremendous volume for the stores was a big job. It required a lot of space, and three girls devoted a good part of their time to it. As plant volume increased and productive area became more and more congested, Marshall Steel, Jr., and his plant engineer decided that the time had come to do something about the subassembly problem. By May 1953 they had the principle worked out. The conveyor was operating three months later.

The whole system consists basically of four parts. The first is a framework of angle iron, suspended from the ceiling, which supports a 50-foot pair of channel-iron tracks and the driving mechanism.

The driving mechanism is a parallel pair of two endless bicycle-type chains; their circuits run along above the tracks, up to a fractional-horsepower electric motor, back along the length of the conveyor, and down to the tracks again.

Connecting the chains at 2-foot in-

tervals is a series of carriers. The carriers are bolted to the chains and ride along the tracks on little two-wheeled trolleys. Each carrier is 24 inches long and has 24 slots, numbered consecutively from right to left.

Projecting upward along the length of the tracks and just below them are the ends of 19 "pick-off" lines. Each store has its own line, with the exception of two that share the same line. The lines are placed at right angles to the conveyor and are spaced 28 inches apart. Each line is numbered.

Leading in from the right, the first line is just long enough to reach the No. 1 slot of the carriers. The second line is about an inch longer so that it just reaches the No. 2 slot, and so on until we have the nineteenth line (actually numbered 20 because of the previously mentioned doubling up of two stores on the same line) reaching the nineteenth (also numbered 20) slot on the carriers. The 21-25 slots will be used when a planned extension of the row of pick-off lines is made.

* Similar conveyors are now being manufactured and distributed by an allied trades firm.

Thus the hanger neck of a garment hung in any particular slot will contact the end of the corresponding pick-off line, be lifted out of the slot and onto the line, and will coast by gravity down the line and out of the way of the next garment.

The girl loading the contraption stands at the loading end of the track. A carrier comes down from above and passes her every three seconds. A fast girl can often hang two garments on the same carrier before the next arrives. Steel's operators are hanging 1,300-1,400 pieces per hour.

The system requires, of course, that garment tags be prominently stamped

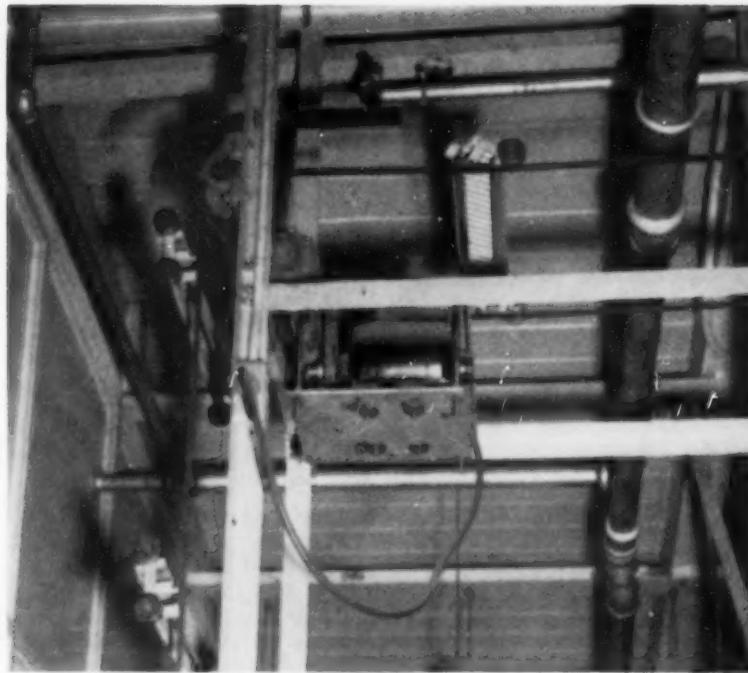
with the outlet number. Tags are so placed on the garments that the girl can read them at a glance. She pushes 40 or 50 garments along a speedrail running parallel to the conveyor so that both the garments waiting to be hung and the passing carriers are side by side, right in front of her. When she has hung this batch of garments, she pushes up another batch. It requires only part time of one girl to subassemble the plant's entire volume.

A slight variation in the usual packaging of sweaters and neckties is made necessary. Steel's sweaters are doubled over shirt boards and then wrapped in film. The film is cut long

enough so that an end of the package may be doubled over the bar of a hanger and heat-sealed in place. Packaged in this fashion, sweaters may be hung from hangers without distortion and with very little danger of the hanger tilting. A tilted hanger might be knocked off the conveyor by the wrong pick-off line.

Ties, also doubled over cardboard, are slipped into pre-made cellophane bags. The cardboard has a hole in one corner. The hook of the hanger is poked through the cellophane and the hole so that the package is hung from the neck, rather than the bar, of the hanger.

Left: OFF THEY GO. Young lady demonstrates loading technique. A carrier passes every three seconds. She can load 1,400 pieces per hour with ease. Right: PICK-OFF LINE in action. Garment on hanger, stopped by line, slides down incline



DRIVE MECHANISM pushes chains at about 40 feet per minute

Marshall Steel, Jr., says that his conveyor has accomplished everything he hoped it would. Not only has it speeded subassembly enormously, but it requires so much less space than his former arrangement that he was able to increase his productive capacity by a whopping 30 percent. He didn't keep closely detailed expense records of the conveyor's costs, but he knows that its time and space savings have justified almost any cost.

The simplicity of the device makes for a high degree of flexibility. It can be used to segregate anything that will hang straight from a hanger hook. Linen supply plants have started to use it for uniforms, using the pick-off lines for particular sizes or styles rather than store outlets. And the conveyor can be either right- or left-handed, depending on the area available.

Steel's conveyor may not be the final answer to a drycleaner's subassembly problem, but it will certainly do very nicely until a better one comes along. # #

MANUAL FOR
TRAINING
WOOL FINISHERS

By LAURA HERRMANN PORTERFIELD

PART I: Finishing Slacks And Skirts

Instructions to Trainers— Slacks

1. Have workplace clean.

Just during the day's work things accumulate, so let's get in the habit of cleaning up each evening or first thing in the morning. There should be nothing on the tables beneath the presses, except perhaps a whiskbroom or velvet brush and a shoulder pad.

The covers on the presses as well as the padding should be changed frequently; once a week is recommended. Even if you are using one of the new type of pad, it is recommended that it be given an airing, and that the cover still be changed and kept clean.

2. Have all necessary equipment on hand and in good condition.

This includes the brushes and the shoulder pad mentioned above. Be sure that the brushes are in good condition and that they are not all worn out and soiled. Be sure that there are no moisture leaks in the head of the press or in any of the valves.

3. Know your equipment.

We may take a press machine very much for granted, but did you ever think how they look to a stranger who comes into the finishing room for the first time? How are you going to explain the press machine?

Here is one method we have often used and found very successful. First, show the beginner a steam iron. Most people have seen them in their homes these days. Explain that it is like a teakettle; we must heat the water first in order to get steam. So we must always turn the electricity on first and let the iron get hot before we open

the steam valve for the steam to enter the iron. Even then we may get some water through the iron, so we blow it off first.

Show the student how the pedals operate for both the buck steam and the top steam from the head. If it is an air-driven press, let her practice the touch to lower the head.

4. Have garments ready.

If the entire lot of wools is brought to you at one time and you must select the type of garments to be done on the various pieces of equipment, do it before the new employee arrives. Be sure, also, that you can give her a reason for sorting the garments as you have. She may have to do this sorting some time when you are not around.

If you have a single-operator unit consisting of the mushroom and regulation press, you should have the tops of the slacks feeding from a table at the open end of the mushroom so that the operator can slide them right onto the buck without having to move. The side opening should be facing up.

5. Follow show-tell method of instructing.

This method may be new to you, but it is just what it says. You will find after you have practiced this system for a while that it is the easiest and surest method of teaching.

Step 1. Prepare the worker.

Put her at ease.

State the job and find out what she already knows about it.

Get her interested in learning the job.

Place her in the correct position. (Do not let her stand facing you while you work on the machines. See that she is standing as close to

you as possible, so she will be in approximately the correct position.)

Tell the student what to expect from the demonstration and what to look for.

Step 2. Present the operation.

Tell, show, and illustrate one *important step* at a time.

Go through entire operation at normal speed.

Stress each *key point*.

Instruct clearly, completely and patiently, but no more than she can master.

Step 3. Try out performance.

Have the trainee do the job—correct errors.

Have her explain each *key point* to you as she does the job again.

Make sure she understands.

Continue until you know she knows.

Step 4. Follow up.

Put the trainee on her own. Tell her to whom she goes for help.

Check frequently. Encourage her asking questions.

Check less and less frequently and gradually leave her on her own.

Be sure that you know your *important steps* and also the *key points*. You must know these so that the operator will be able to follow the written instructions which you should give her.

6. Helpful Tips.

In many plants the slacks are finished right in the pants department, but in many others the ladies' wools are kept entirely separate. In either case, the operator must be instructed a little differently on ladies' slacks than on trousers. (We might also refer

ANOTHER REVOLUTIONARY SANITONE FIRST



"Cotton Clinic" Cuts Out Summer Slump- Increases Year-round Profits for SANITONE Dry Cleaners



**Women like the "Cotton Clinic" and new Sanitone
Style-Set finish...especially for Cottons**

No development in the industry has equaled the impact of the "Cotton Clinic" on the public as well as on Sanitone Dry Cleaners! Such sales successes as reported by Sanitone Licensees everywhere are possible only because Sanitone *cleans cottons clean*.

Sanitone, the original charged system, patented in 1932, is the best way to keep cotton dresses out of the wet cleaning department. That fact, coupled with the like-new

finish imparted by Sanitone SS (Style-Set), plus the sales impact of a nationally advertised brand name—**SANITONE**—gives you something to sell, not available to your competitor. Think it over and you'll see in Sanitone's Cotton Clinic, another reason why more and more dry cleaners are switching to Sanitone, the Complete Program that works on every phase of their business to keep them always ahead of competition. Write today!

* This is the button tag available to all Sanitone licensees to promote "Cotton Clinic."



SANITONE DRY CLEANING
SERVICE

Division of Emery Industries

Cincinnati 2, Ohio



FIGURE 1

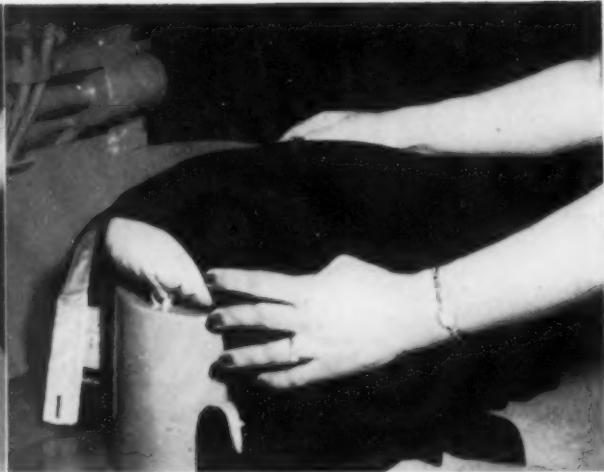


FIGURE 2

you to NID Management Bulletin M-32 on Production Training.)

Two of the most important points to work on in this operation are the amount of steam to use and the motion of fanning the head of the machine. This last means that the pressure control on the machine head must be set just right, and the pupil should be shown how to adjust the pressure. Let her go through the fanning operation several times without a garment on the buck so that she can feel at ease. Stress the use of slight pressure rather than the locking of the machine, to avoid shine.

Instructions to Trainees: Slacks

Job Breakdown:

I. Topping slacks on mushroom

IMPORTANT STEPS and KEY POINTS

1. Place back left hip of slacks on mushroom press. (See Fig. 1.)

- Have zipper open at side.
- Placket edge should be almost even with front edge of buck.
- Straighten out pocket, if any.

2. Steam.

- Steam from buck and straighten out garment.
- Lower head and apply slight pressure.

3. Vacuum.

- As head is released apply vacuum to dry thoroughly.

4. Move to next lay—right back hip.

- Move garment by sliding part way off buck; release hands at waistband and move over to second half of back. Slide right hip up onto buck.

5. Same as steps 2 and 3.

6. Next lay—right front hip. (See Fig. 2.)

- Again slide garment part way off buck of machine, before moving to next lay.
- After slight steaming from buck place pleat, if there is one.
- After steaming, also be sure side pocket is smooth and edge meets properly.

(See Fig. 3.)

7. Same as steps 2 and 3.

8. Next lay—left front hip.

- Again slide garment part way off buck of machine before moving to next lay.
- After slight steaming from buck, place pleat, if there is one.
- After steaming, also be sure side pocket is smooth and edges meets properly.

9. Move slacks over to wide end. (See Fig. 4.)

- Grasp slack bottoms with right hand and waistband with left hand; place legs on buck.

- Let go of cuffs with right hand; move left hand from waistband to grasp top slack leg with left hand and throw back top leg over top of slacks off buck.

Job Breakdown:

II. Finishing slacks on small end of buck of regulation press

IMPORTANT STEPS and KEY POINTS

1. Place slacks top on small end of buck.

- Have zipper open at side.
- Placket edge should almost be even with front edge of buck.
- Straighten out pocket.

2-8. Follow same procedure as outlined above in the use of the mushroom.

9. Move slacks from small end to large end of buck. (Continued on page 44)



FIGURE 3

Every Collar Perfectly Pressed

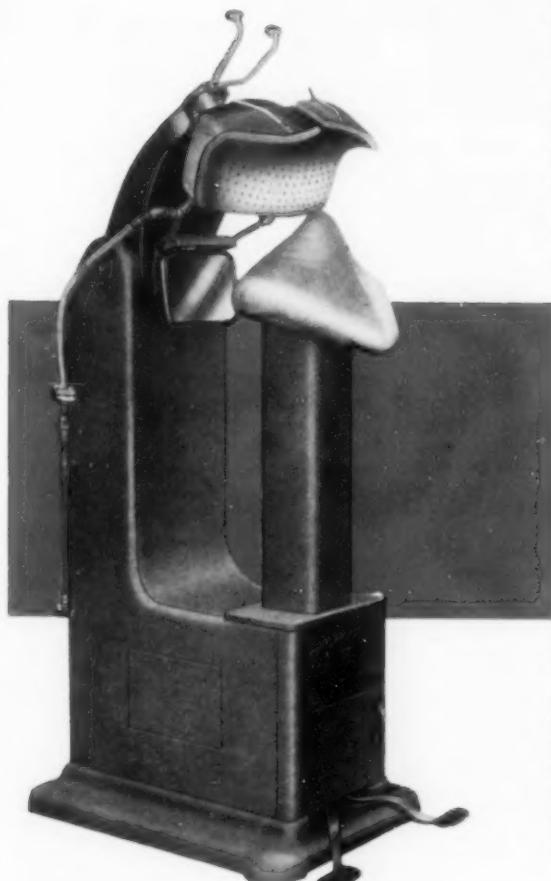
in one speedy, automatic operation!

Unique Hoffman "Collarmaster"

Takes the Guessing Out of Collar Pressing

The remarkable Hoffman "Collarmaster" turns out sharply-creased, snug-fitting collars—every time. Does it all automatically—with the utmost precision—in one simple, speedy operation.

"Precision pressing" with the "Collarmaster" means you get increased production with far lower pressing cost per collar. Perfectly fitting collars mean customer satisfaction that gives you an edge on competition.



At left, beginning of automatic cycle shows how "Collarmaster" head shapes and presses collar over a buck which is a contour replica of a man's neck and shoulders. At right, end of cycle finds collar perfectly pressed, with proper "stand," and with lapel and shoulder area undistorted.

"Aero-draulic" cycle permits tandem operation of two "Collarmasters." Time cycle and pressure can be regulated to suit each garment fabric.

"PRECISION PRESSING"
for your Collars
Gives All Garments
that "Extra-Quality" Look!

- **PRESSES PERFECTLY EVERY TIME.** Uniform pressure over entire collar area eliminates bagging and wrinkles. No need for clean-out or touch-up.
- **OPERATES AUTOMATICALLY.** Electric controls govern automatic cycle that shapes the collar and sets "stand" in one operation.
- **REDUCES OPERATOR FATIGUE.** Effortless "Aero-draulic" action. No twisting or bending to see back of collar. Presser sets lapel width—checks "stand" in rear-view mirror.

TOPS IN VALUE



...SINCE 1905

Hoffman



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CANADIAN HOFFMAN
MACHINERY CO., LTD.
126 DUNDAS ST. W., TORONTO, ONT.



FIGURE 4

(Continued from page 42)

a. Grasping slack bottoms with right hand and waistband with left hand, move slack legs to wide end of buck. Continue as in using mushroom press.

Job Breakdown:

III. Legging slacks

1. Place leg so seams are down center of the buck.

a. Crotch at the large end of buck, with inside of leg showing upward.
b. Check that seam is on seam from the crotch to the cuff.

2. Steam.

a. Relax material and shrink in knee with fingers.
b. Apply more steam and lower head of press in fanning motion.

3. Vacuum.

a. Raise head of press and apply vacuum.
b. Grasp crease at front of left leg, and move.

4. Next lay—left leg, front crease.

a. Have front crease parallel with front edge of buck and on center of buck.

b. Crease should go up to second button of the fly or the corresponding position on side-placket slacks.
c. Continue as in Steps 2 and 3.

5. Next lay—left leg, back crease.

a. Lay crease on center of buck, as high as possible, without wrinkling crease.
b. Continue to steam and crease as in Steps 2 and 3.

6. Place right leg on buck.

a. With left leg on buck, cover it with right leg and reverse them.

7. Continue to finish right trouser leg, same as left one.

a. Be sure to steam and shrink in knees.
b. Be careful to apply light pressure, to prevent shine, but enough to put in firm crease.
c. Drying thoroughly helps as much as pressure to hold crease.

8. Return left leg to buck.

a. Have both cuffs of legs even.

9. Place on hanger.

a. Do in recommended manner. It is very easy to slide hanger under both legs while trousers are lying on buck and lift hanger, trousers all at once.

Instructions to Trainers— Skirts

Skirts may be divided into two classes for finishing — straight-line, usually with less than four darts at the waist to hipline, or the full skirt. The straight skirt can be finished all at one time on the buck. The full skirt should first have the waistband and usually the upper hipline finished on the small end of the buck. Then the bottom of the skirt is finished with the smaller or upper part kept off the machine.

Show the operator why certain skirts cannot be finished in their full length all in one lay, but must have the hips done first to give a smooth finish. She should soon be able to tell at a glance which skirts can be finished without doing the hip and waistband first.

To make it easier for the operator to check types of skirts, and also to save extra finishing, have the skirts hung on hangers or some other hanging device rather than piled on top of each other. Hanging skirts will prevent any extra wrinkles which the operator would have to remove in finishing.

The first thing to impress on the operator is the side zipper closing on all skirts. If it is a narrow-waisted skirt, the zipper can be left open until the last lay is made and then closed to insure a smooth lay on the placket.

The detailed instructions and job breakdowns in Chapters VI and VIII of the Manual for Training Silk Finishers apply equally to wool finishing. Included in those chapters are full details on handling of soft materials, finishing techniques, and description and care of equipment. # #

Simplified Specifications

Producers of 85 percent magnesia and diatomaceous silica insulation have adopted new simplified thicknesses for pipe insulation which will aid specification writing and permit the use of all sizes and thicknesses in double layer construction. The new thickness tables were produced by the members of the technical committee of The Magnesia Insulation Manufacturers Association, according to Marshall F. Allen, association manager.

This standardization procedure does away with the old so-called "standard" and "double standard" thickness terminology which had been in use for many years but which has lost its significance under modern economic conditions. Furthermore, different manufacturers produced 85 percent magnesia in varying thicknesses in the past. Under the new

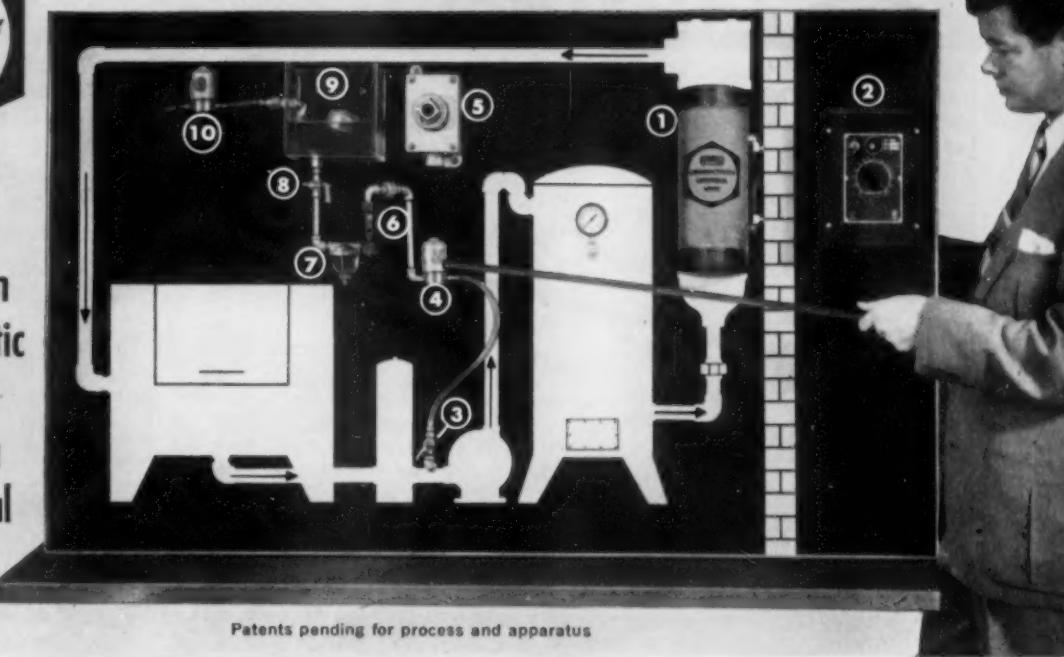
system all magnesia and diatomaceous silica pipe insulations will conform to the new table.

The nominal thickness will start with 1 inch and step up by $\frac{1}{2}$ -inch increments. Actual thicknesses will deviate slightly from the nominal thicknesses to ease double layer construction. Specification writers may specify in nominal inches with the assurance that actual thicknesses will conform to the table regardless of the source of the material. Critical engineering calculations should employ the actual thicknesses, Mr. Allen recommended.

A complete conversion table covering all insulation thicknesses for all pipe sizes is available from The Magnesia Insulation Manufacturers Association, 1317 F St., N. W., Washington, D. C.



The only practical application of automatic moisture control in commercial use



Patents pending for process and apparatus

Street's Two-Bath Method with electronic Conductivity Control has revolutionized the drycleaning industry



HERE IS WHY:

- Before starting the cleaning operation the washer-filter system is charged with 4% 886 and 0.3% of solubilized water. Neither the 886 nor the water comes out in the filter.
- The micelle formation of this solution reduces the vapor pressure of the water so that the fabrics immersed therein absorb no more water than if hung in atmosphere with 70 to 75% relative humidity. This precludes all possibility of excessive wrinkling or shrinkage.
- The electronic CONDUCTIVITY CONTROL UNIT automatically replaces the water which has been absorbed by the fabrics so that the original 0.3% water is still present in the filtered 4% solution at the end of each load. It is this 0.3% of filterable water, continuously flushing through the fabrics, which produces unprecedented water-soluble soil removal.

The water content of cleaned fabrics is constant...
The water content of the 4% solution is constant...

R. R. STREET & CO. INC. 561 W. MONROE ST. CHICAGO 6, U. S. A.

25 YEARS AGO... JUNE, 1929

FOR BEST RESULTS, CONSISTENT, WELL-SUSTAINED ADVERTISING PLAN MUST BE FOLLOWED FOR BEST RESULTS AS COMPETITION BECOMES STIFFER.



COTTON BECOMING MOST POPULAR SUMMER FABRIC... CAN BE WASHED IN HOME... WOMEN'S REACTION TO "4 DRESS CLEANING PRICES!!!"

SITUATION WANTED: MARRIED MAN, 16 YEARS EXPERIENCE, 32 YEARS OLD, JUST U.S. RIGHT KIND... PRESS 30 WEEK... PRESS & HAT BLOCKING 40 WEEK



10 YEARS AGO... JUNE, 1944

NEW SYNTHETIC FIBERS FOR CIVILIAN GARMENTS AFTER WAR ARE MATTER OF GRAVE CONCERN TO CLEANERS USED ONLY TO WOOL & VEGETABLE FIBERS



INCENTIVE-PAY-PLAN SEEN AS KEY TO HIGHER WAGES & MORE EFFICIENT PRODUCTION BY WORKERS IF CLEANING PLANTS TO WEATHER NEXT DEPRESSION.



Street's Conductivity Control maintains a fixed water balance in the 4% solution which is not affected by the fabrics.

Regardless of relative humidity prior to cleaning—and regardless of relative humidity during dry cleaning—the water content of the fabrics in the washer, plus the filtered water remaining in the 4% 886 solution, is maintained at a substantially constant total.

Utopia Cleaners and Dyers, Inc.



MAIN OFFICE AND PLANT: 816 SOUTH 15TH STREET PHONe 3-4218

Birmingham 5, Alabama

April 1, 1954

Mr. Paul Warren
R. R. Street Company
561 West Monroe Street
Chicago 6, Illinois

Dear Mr. Warren:

Many thanks for the tremendous contribution you and your fine staff have made to the dry cleaning industry. Nine months ago your field technicians installed six conductivity units in our main plant, since that time others have been added and I would like to request that three more be installed as soon as possible, which will place our entire cleaning operation on the 4% 886 two bath system. Any further dissertation on your fine products would be only a duplication of the many compliments paid your Company a thousand times over by the industry at large.

Thank you again for your many courtesies and especially for helping us to correct a problem which we have had to contend with for thirty-three years. As you know, Utopia is now in its thirty-fourth year.

With kindest personal regards, I remain

Sincerely yours,

P. H. Flyler, Jr.

10 Conductivity
Units pay big
in south's largest
cleaning plant

Contrary to all previous methods, the filtered soap solution is charged with filterable water before any fabrics are entered. Street's electronic controls replace the water removed in subsequent cleaning. The filtered water remains at a substantially constant level AUTOMATICALLY.

R. R. STREET & CO., INC.

561 W. Monroe St.
Chicago 6, U.S.A.

Case history of a plant that achieved

EFFECTIVE PRODUCTION CONTROL

by installing a practical lot system

By ROBERT E. COWIE

FEW PLANTOWNERS WILL DISPUTE the fact that effective production control is absolutely necessary in every drycleaning plant. This is particularly true in every service industry where the customer's needs must be satisfied in a short period of time.

This article will discuss the basic requirements of adequate lot-system control, point out some of the weaknesses of some systems, and suggest production-control principles which have worked successfully.

Purposes of a Lot System

There are four primary purposes of a lot system.

1. To see to it that the first garments to come into the plant are the first to be processed and delivered. This ties in directly with the established delivery schedule.

2. To provide a production unit of such size that the work may be processed in easily digestible batches. This is necessary to prevent overloading or underloading in any particular department.

3. To provide a production unit of such size that management can effectively plan how much to process in a given day. Depending on sales volume and delivery schedule, a plant may vary its production from two to four lots per day.

4. To provide for unusual customer requests. This is, of course, a practical necessity. A certain percentage of customers will request special service, either in shorter or longer time than usual.

Some plantowners will say that all of this sounds like a lot of work and

is really not necessary in small-plant operations. These drycleaners either have no adequate system of control—except that a marking tag on a garment is control in that it identifies the garment—or they use what is commonly known as the "day lot." A day lot usually consists of using the same color marking tag for everything coming into the plant on a particular day. The colors are changed each day of the week and repeated each succeeding week.

This system, as commonly operated, does not meet the basic requirements of an adequate production control system. Although there are many smart drycleaners operating successfully with a day-lot system, there are many more cleaners who are seriously handicapped by it. I am convinced that the well-managed day-lot operations would be even more efficient with the type of control described below.

Let's contrast the two systems by letting a hypothetical drycleaner tell his own story. This story is not based on a particular plant, but the writer has heard it often enough to know that it accurately sums up the experiences of many cleaners who have installed sound production control systems.

One Plantowner's Story

My plant is like many others in the country. We do about \$1,800 a week on the average. Of course this goes down to \$1,400 in January and we hit almost \$2,500 around Easter.

I'm planning to install an incentive system in a couple of months but wanted to get some production information first. In doing so I discovered some startling facts. The most amazing was the confusion that existed in the plant. Fortunately, I have good, willing people working for me but

what a frustrating job they had! In addition, I had to work an extra hour every day trying to get everything straightened out.

We managed to get everything marked in fairly well and the drycleaning wasn't so bad, either. Come to think of it, I did have to pay the drycleaner some overtime to rerun a couple of items he didn't receive until nearly quitting time. Also, he always seemed to have a basket of belts that needed scrubbing. In fact, we always seemed to have more belts than dresses. I've often wondered how many customers we lost that way.

However, the real confusion seemed to start in the spotting department. I'll never know how many times those dresses with the tough spots stayed on the spotter's rack until late afternoon. Then the spotter would have to work overtime to get them out—me, too—and I also had to keep a finisher and a check-out girl late so we could get the garments on the delivery rack. Did I say delivery rack? I used to be the plant's best delivery boy.

Of course, the assembly area was the biggest problem of all. I have one less girl working there now and the floor space required for assembling is only one half of what it used to be. In fact, this made it possible to add that additional finishing unit I needed when they built those new apartments down the street. And I didn't need to build an addition to the building, either.

But I was telling you about the assembly mixup. Near the end of each day we started to worry seriously about getting everything checked out. By this time we had three or four slickrails of incomplete orders. The search began in earnest. Many times the first dress on the line could not be checked out because the belt was

CONDUCTIVITY CONTROL

EXTRACTOR-RINSE

Sam Matlin says:

Matlin's
CLEANERS - DYERS - TAILORS

OFFICE: 37 THROCKMORTON ST.
FREEHOLD, N. J.
PR 8-0367

PLANT: WILLOW ST.
JAMESBURG, N. J.
JA 1-0329

December 8, 1953

Mr. Joseph Keegel
99 Clendenny Avenue
Jersey City, N. J.

Dear Joe:

I'm convinced.....It's difficult for a man to put his wholehearted stamp of approval on a product, or an idea, or a method, unless he is sure of himself, and the things I've seen in the last few weeks have removed any doubt.

The conductivity control you installed in my plant has enabled us to produce a quality of work heretofore unobtainable, and which is so superior to the "old" method, as to be beyond comparison.

Needless to say, we are satisfied. But our satisfaction doesn't stem completely from the fine dry cleaning, the absence of swirls, the quality "feel" of the processed materials, or even the ease with which these wrinkle free materials can be finished. The compliments we have received, and our customer satisfaction is a source of great pride to us, and rightly so, but it goes even deeper than that.

It's our employees. The difference in the attitude of our employees is immediately noticeable. They know they are handling "the best that can be produced," and their reaction is the producing of work they can "point to with pride." It's a great feeling, Joe, to work with people who feel that way.

So thanks again, for that great step forward. It has already been a wonderful helping hand for me, and I can see what a great thing it will be for the entire industry. This would never have been possible without the Extractor-rinse.

Sincerely

Sam Matlin
SAM MATLIN

"The conductivity control you installed in my plant has enabled us to produce a quality of work heretofore unobtainable..."

Mr. Matlin likes it—
His customers like it—
His employees like it—

Read the whole story
in his letter.

R.R. STREET & CO., INC.



561 W. Monroe St., Chicago 4, U.S.A.

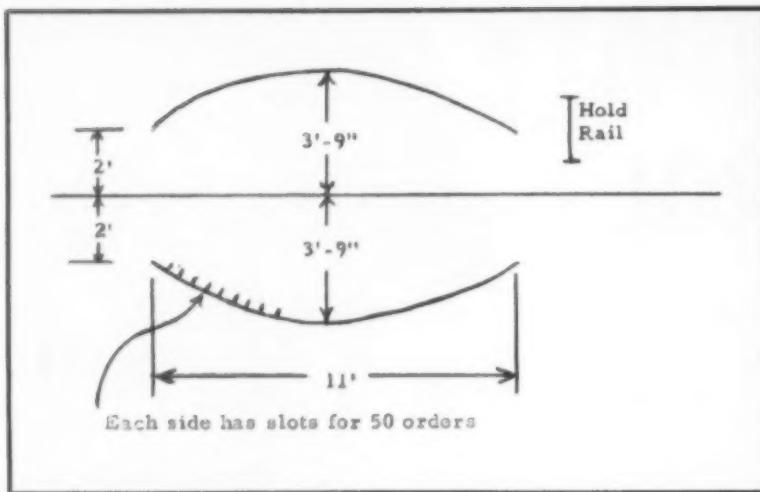


Fig. A. Split-rail assembly

missing. Then the assembly girl would find it in the cleaning room. Sometimes we had the belt but the dress was still hanging on the back of the spotter's rack. If it had to be wet-cleaned, I had to call the customer and start explaining.

Sometimes a girl had to walk over 100 feet and spend 10 minutes just trying to find the missing part of a single order. Often we had one of the silk finishers pitch in and help run down orders. Of course, that interrupted her work and further complicated the problem. This really bothered me because I was paying her 30 cents an hour more than the assembly girls. My own time didn't cost me anything—or did it? Now I have time to plan production and, come to think of it, maybe I wouldn't have had that ulcer!

In thinking it all over, that old system resulted in higher labor costs, poor use of floor space, and poorer service to customers.

Establishing the Lot System

But let me tell you about the lot system I finally installed. Frankly, I didn't get my answer right away, and I made some false starts. Perhaps the best thing I did was get some real facts about my production setup. I also realized that if I was going to improve the assembly labor and floor-space problem I would have to have the various pieces of a customer's order arrive in assembly at approximately the same time. It further became clear that I would have to divide the day's work into groups or units and keep these units moving through the plant in a certain sequence.

Ever since visiting some progressive plants, I had wanted to use the split-rail type of assembly. As you see

on sketch A, it requires only 110 square feet of floor space to provide hanging room for 100 orders. My old assembly area took over 200 square feet of space and the girls seemed to walk miles every day. They all complained of their feet hurting.

One of the plants I visited used a 50-bundle lot system. This looked good to me but before I seriously considered it I asked the advice of a consultant with drycleaning experience. He said that in many plants the 50-bundle lot system was the best, but he pointed out that any lot system is somewhat tailored to the needs of a specific plant. In addition, he suggested I seek more production-count information and relate it to sales. He suggested I do this:

1. Establish "average" weekly sales, which is annual sales divided by 52. I already knew this to be \$1,800.

2. Apply the poundage-pieces formula:

$$\begin{aligned}
 \text{Base price} &= \$1.20 \\
 \text{Income/lb.} &= \frac{\text{base price}}{2} = \$0.60 \\
 \text{Weekly sales} &= \frac{\$1,800}{\$0.60} = 3,000 \text{ pounds} \\
 \text{Income/lb.} &= \frac{3,000}{5.60} \\
 \text{Wools} & 75\% \times 3,000 \# = 2,250 \text{ pounds} \\
 \text{Silks} & 15\% \times 3,000 \# = 450 \text{ pounds} \\
 \text{Household} & 10\% \times 3,000 \# = 300 \text{ pounds} \\
 \text{Wools} & \frac{2,250 \text{ pounds}}{1.75 \text{ pounds/piece}} = 1,280 \text{ pieces} \\
 \text{Silks} & \frac{450 \text{ pounds}}{0.75 \text{ pound/piece}} = 600 \text{ pieces} \\
 \text{Household} & \frac{300 \text{ pounds}}{1.00 \text{ pound/piece}} = 300 \text{ pieces} \\
 \text{Total of silk and wool pieces} & = 1,880 \text{ pieces}
 \end{aligned}$$

3. Examine invoices to discover the average number of pieces per invoice. After analyzing 1,000 invoices I found that my plant processes 2.5 pieces per invoice. The consultant pointed out that drycleaning plants, on the average, process between 2.4 and 2.7 pieces per invoice.

I divided my average weekly pieces of silk and wool (1,880 pieces by 2.5) and found that I processed 750 bundles per week or 150 bundles per day. Household was additional work.

Then I remembered something the consultant had stressed very strongly. He said, "No plant should process less than two nor more than eight lots per day." He explained this statement by showing how less than two lots per day would be too large a production unit and therefore provide too little control, and more than eight lots per day (this would happen only in a rather large plant) would be too many units to control. Over eight lots per day would require too much supervision and the system would then begin to lose its advantages.

So I decided to establish three garment lots per day, one household lot per day, and one "special" lot per day to handle unusual requests.

The big problem now was to de-

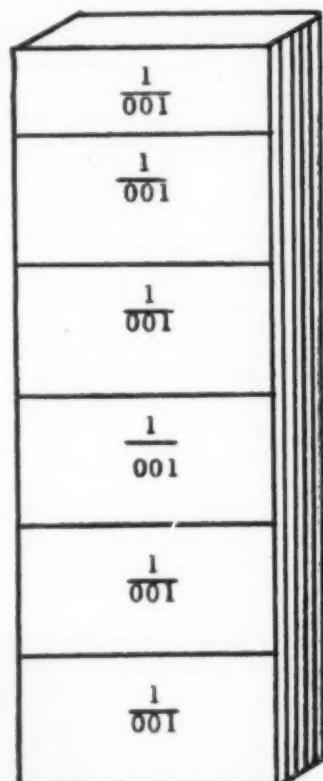


Fig. B. Tags come 50 strips to packet, numbered 001 to 050 and so on up to 999

Street's Conductivity Control maintains a fixed water balance in the 4% solution which is not affected by the fabrics.

Regardless of relative humidity prior to cleaning—
and regardless of relative humidity during dry cleaning—
the water content of the fabrics in the washer,
plus the filtered water remaining in the 4% 886 solution,
is maintained at a substantially constant total.

"Cleaners of Distinction"
Service Cleaners & Dyers

We Operate Our Own Plants

1242 WEST 103rd STREET
CHICAGO 43, ILL.
Phone Cedar Crest 3-9315

4400 WEST 127th STREET
BLUE ISLAND, ILL.
Phone ~~5-9625~~ 7-2922
Fulton 5-9625

December 15, 1953

Mr. Paul V. Warren, Pres.
R. R. Street & Company, Inc.
561 West Monroe Street
Chicago 6, Illinois

Dear Sir:

TREMENDOUS.....AMAZING.....use any adjectives in
the dictionary to describe your 4% Charge System and Automatic
Conductivity Control.

We had been using a 3/4% 886 charge system with Anolite
in our two Zepher washers (36x54 and 44x54) for a long time with
excellent results. In fact they were so good, we wondered if
the 4% charge and Conductivity Control would be worth the expense
of change over. Bob Ross, your excellent field man, showed us it
would.

Since we began the two-bath method, we have been both
pleased and honestly surprised. Our wool spotting has developed
to practically nothing, and silk pass-ups are now approximately
80-85%. We have completely eliminated our wet cleaning, and all
our prespotting (with very rare exceptions). Snowsuits, work
clothes and jackets, and the like flow through our plant with
little or no extra effort. At the same time shantungs, taffetas,
etc. are passing through with no extra wrinkling.

Please accept our thanks for one more great achievement
and service to our industry.

Sincerely,
S. F. Frank
S. F. Frank

After using 4% 886
with Extractor-Rinse and
Conductivity Control in his
36 x 54 and 44 x 54 washers,
Mr. S. F. Frank states:

**"...silk pass-ups
are now approximately
80-85%. We have
completely eliminated
our wet cleaning..."**

Contrary to all previous methods,
the filtered soap solution is charged
with filterable water before any fabrics are
entered. Street's electronic controls
replace the water removed in subsequent
cleaning. The filtered water remains
at a substantially constant level
AUTOMATICALLY.

R. R. STREET & CO., INC.

561 W. Monroe St.
Chicago 6, U.S.A.



icide how to identify lots to keep them in order. This had to be planned so that the operators could learn which lots to process next. I finally decided to use a different colored marking tag for each lot. In addition, I wanted tags on which the numbers were boldly printed so that they would be easier to read.

After looking through some catalogs and talking to suppliers I discovered that a simple, inexpensive prenumbered strip tag was best suited to the type of lot system I planned to install. You've seen these tags. They come in packets of 50 strips and there are five tags, plus a control tag, on each strip. The fact that there is a limited number of tags of the same number is very important. When orders are checked out all tags must be accounted for, so we have few or no lost pieces now.

How the Lot System Works

I use six colors of tags—blue, pink, green, orange, tan and yellow—for all regular garments. These colors are always used in the same sequence so the employees keep lots in order. Red tags are used for specials and white tags for household work. Each day I run a lot of specials, a lot of household work, and between two and five lots of garments.

The number of garment lots required varies with the season but not necessarily with the days of the week. Since I have a usual four-day service and can process one lot in about two days, I can purposely fall behind on the heavy days of the week and catch up on the light days. Thus I tend to run three or four lots in a day and this steadies production.

Each day I make out two simple production cards on which I record the color and number of sequence of lots marked in. I keep one for general supervisory use, and give one to the inspector who is responsible for keeping lots in order. She posts the card near the assembler, who also must be informed. Maybe all of this will be clearer if I show you what happens in a sample week:

SAMPLE WEEK

DAY	COLOR	NUMBER	SERIES
A	Red (specials)	1 001	1 040
	Blue	1 001	1 050
	Pink	1 001	1 050
	Green	1 001	1 050
	White (household)	1 001	1 020

DAY	COLOR	NUMBER	SERIES
B	Red (specials)	1 041	1 075
	Orange	1 051	1 100
	Tan	1 051	1 100
	Yellow	1 051	1 100
	White (household)	1 021	1 045
C	Red (specials)	1 076	1 095
	Blue	1 101	1 150
	Pink	1 101	1 150
	Green	1 101	1 150
	White (household)	1 045	1 067
D	Red (specials)	1 096	1 120
	Orange	1 151	1 200
	Tan	1 151	1 151
	Yellow	1 151	1 151
	White (household)	1 068	1 090
E	Red (specials)	1 121	1 150
	Blue	1 201	1 250
	Pink	1 201	1 250
	Green	1 201	1 250
	White (household)	1 091	1 110

Notice that specials and household run in number sequence. All specials and household must clear the plant completely each day so there is no chance of numbers for succeeding days getting mixed up. It may sound unusual to insist upon cleaning up the household each day since most plants let it go for a week or so. Then it piles up and what a mess there is getting it out. I take the opposite view: The housewife can do without her dress more than she can without the slipcover that hides the ugly sofa. She might have company unexpectedly. Anyhow, we have much less confusion than some plants I have seen!

The regular garment lots are always processed in the same color sequence regardless of the number of lots processed each day. Each employee has a little card showing this color sequence at his work station.

One absolute rule is that the garments in one lot must be completed before the next lot is begun. Naturally, some garments get out of lot because of wetcleaning, rerunning and respotting, but we put a large colored tag about 2 by 4 inches in size on every garment taken out of its lot.

Our second rule is that all of these out-of-lot garments must be handled immediately until they return to their regular lot. This keeps things in order.

The way we keep piece-count control is important. After the marker has written up an invoice she removes the exact number of tags required for an order from the strip of tags. She then staples all remaining tags on the invoice copy going to assembly. Thus when the assembler is checking out she must account for five tags to be sure the order is complete. For example, a customer bundle of one dress with belt and one pair of slacks would take three tags (one on the belt). At assembly the girl checking out the order sees the two tags on the invoice and accounts for the other three on the garment pieces.

If a large bundle of eight pieces arrives we use all five tags of one number and three of the following number. The control tag for the first number and the remaining tags of the second number are attached to the invoice and control is complete.

Well, that's my story. I actually enjoy managing my plant now, have more free time and fewer worries. We rarely disappoint a customer, and besides I am paying much less overtime than before. And remember, I now have one less employee in the assembly department and that's money in my pocket.

This hypothetical plantowner has rather well described the type of lot system now used by many plantowners. He has obtained the basic objective of a good lot system: First garments in are first out; work is processed in digestible batches; he has production units of such size that real scheduling can be done; he has provided for unusual customer requests.

The fact that he happened to select prenumbered strip tags is not intended to imply that this type of tag is the only one that would serve his purpose. Machine-marked tags, coupon-type tags supplied as a section of the invoice, and several variations are available and will do the job efficiently. # #

CONDUCTIVITY CONTROL

MAIN OFFICE AND PLANT
401 EAST 17TH AVE

GIGANTIC
CLEANERS & LAUNDRY
DENVER, COLORADO

TELEPHONE
MAIN 6101

December 31, 1953

R.R. Street and Co.
561 W. Monroe Street
Chicago, Illinois

Att: C.B.Kesson

Dear Kass:

This is to commend you on two things; your two bath process, and your choice of representative in this area.

We were the second plant in the Denver area to install the extractor rinse and conductivity control. Our results were just short of phenomenal. On a weekly poundage of 9000 pounds, we eliminated one spotter, and turned out such beautiful work that we increased poundage almost 20% with no increase in personnel. Due to the better feel and the decrease in wrinkles, even our pressers and finishers were able to handle this increased volume. We like the system so well, that we have just ordered a washer-extractor combination so that we may take full advantage of the 4% S.S.S.

This is all important--but, the system itself would ^{NOT} be worth a darn without the help given us by your local representative, Bob Neddo.

Bob not only properly saw to the installation, but has been invaluable in making it work properly. He was here as early as 5:00 A.M. and worked as late as midnight, and he has followed up with personal calls to make sure we have no trouble. When the conductivity control went out, he gave up his day off to help us get it fixed. The point I am trying to make is that not only is he well versed in what he is handling, but will inconvenience himself rather than let one of his customers be inconvenienced.

So, my thanks to the Street Company and men like you and Bob. You are helping to make this industry one of which we can be proud.

Very truly yours,

Len Orlin

P.S. Feel absolutely free to show this to anyone. We are proud of the fact that we have been Street users since 1946 without ever having any problems.

Mr. Len Orlin says:

"...turned out such beautiful work that we increased poundage almost 20% with no increase in personnel."

"Our results were just short of phenomenal."

"You are helping to make this industry one of which we can be proud."

R. R. STREET & CO., INC.



561 W. Monroe St., Chicago 6, U.S.A.



EYE-CATCHING SIGNS are used by United Cleaners on building and pickup trucks to gain attention. Curb is graded to make it easier for drive-in customers on busy U.S. 1. Approximately 85 percent of the business is cash-and-carry.

There's No Plant Like Home

Provided it's in a good location
and can offer quality cleaning

By HENRY MOZDZER

A MAN'S HOME may be his castle but it doesn't often turn out to be his cleaning plant. But that's what happened when Alfred Spaner decided to go into business. He couldn't think of a better location than the family residence located on Fairfield Avenue in Bridgeport, Connecticut.

The building seemed particularly well situated since it fronted on one of the city's major thoroughfares and lay between an important light in-

dustrial zone and a residential district. In short, it was accessible to vehicular as well as pedestrian traffic and could draw on both the area and neighborhood trade.

Nothing in the past nine years has caused Mr. Spaner to regret his decision. The business was established and has prospered since that time—right at home.

Today, the entire first floor of the building is given over to receiving,

cleaning and finishing, while the cellar holds the wetcleaning department, boiler and supplies. The Spaner family has since moved to nearby Milford but the upper floors are still rented out as living quarters.

Moving a business into a home isn't quite as simple as it sounds. For one thing, there's the problem of getting the bulky machinery into the house. And secondly, heavy machinery must have a good solid footing.

The first problem was overcome by cutting out part of the front of the house. Once the machinery was in, the gap was covered over with two room-high windows (visible to right of entrance in accompanying picture) which now provide a view of the cleaning room.

Reinforcing the floor offered a more difficult problem since the base had to be strong enough to support the weight and solid enough to hold vibration down to a minimum. United's solution was to use steel beams set upright bracing the floor from below. The legs of the beams were set in deep holes in the basement floor and anchored with concrete foundations.

Location Isn't All

Location doesn't mean much unless the service and quality are up to par. United Cleaners is very proud of its claim to be the first in the area to offer 3-hour service to its patrons. And they have since gone a step better to give what they call "1-hour emergency service." Actually, there are four time classifications at United which work out this way pricewise, using \$1.10 as the base price for a suit:

1-hour emergency service	\$2.00
3-hour service	1.35
24-hour service	1.20
3-day regular service	1.10

Garments are distinguished as to the type of service by color-coded string which is tied to belt loops in trousers and dresses or looped through buttonholes in coats. Thus, a pink string would indicate emergency service and a green string 3-hour service. White is for 24 hours and any garment needing repairs is identified with a combination green-and-white string. All repair work is in this way easily seen and removed to the repair department before it goes to the finishing department.

Aside from speeding up its service,

Street's Conductivity Control maintains a fixed water balance in the 4% solution which is not affected by the fabrics.

Regardless of relative humidity prior to cleaning—and regardless of relative humidity during dry cleaning—the water content of the fabrics in the washer, plus the filtered water remaining in the 4% 886 solution, is maintained at a substantially constant total.

STORE—111 South Second St.—Phone 2-8782

PLANT—716 South Second St.

DIRINA DRY CLEANERS
Individually Supervised Cleaning



HAMILTON, OHIO
December 11, 1953

Mr. Paul Warren
R. R. Street & Company, Inc.
561 West Monroe Street
Chicago 6, Illinois

Dear Mr. Warren:

To be perfectly frank with you, I have hesitated about writing to you, regarding my complete satisfaction with your two-bath process and conductivity control, for one reason only, -that is, that I have felt my opinion might be considered unimportant when you are daily receiving such enthusiastic endorsements from nationally known plants.

However, since Lin Giddings has repeatedly told me that you are especially interested in "long time" users, I decided to offer this report on our experience.

We first started using Formula 886 in the fall of 1951. At this time we reworked our Prosperity 3B cleaning machine to permit rinsing of some loads - usually white, pastel wools and silks. The value of the separate rinse was so evident that we were delighted when Lin furnished plans for converting the machine to a "full time" two bath procedure employing 4% 886. Needless to say, we knew then that we were enjoying cleaning efficiency superior to anything prior to that time. During this period, I would jokingly and somewhat wistfully tell Lin that if Streets would only provide a method of moisture control that would enable us to be 100% efficient at all times, without the penalties of shrinkage, wrinkles, etc., we would really have the long dreamed of "complete" dry cleaning process.

After having our automatic conductivity control installed and in operation for some 8 months now, I can say it is truly the one and only "complete" cleaning process.

Besides expressing complete satisfaction (even enthusiasm) for two bath cleaning with conductivity control, I would especially like to thank you for the co-operation and real help that your representative, Lin Giddings has furnished us whenever changes seemed to be in order.

Sincerely,

Nicholas E. Dirina
Nicholas E. Dirina

Nicholas Dirina states:

**"After having our
automatic conductivity
control installed and
in operation for some
8 months now, I can
say it is truly the
one and only 'complete'
cleaning process."**

Contrary to all previous methods, the filtered soap solution is charged with filterable water before any fabrics are entered. Street's electronic controls replace the water removed in subsequent cleaning. The filtered water remains at a substantially constant level AUTOMATICALLY.





LIVING ROOM is just visible in background; it contains two utility presses and a set of puff irons. Marking desk and storage space occupy remaining space. Silk unit is located in kitchen.

United Cleaners also strives to give better and better quality to customers' garments. Most recently, the plant has adopted the charged system of drycleaning on a strong 4 percent charge.

United claims to be the only plant in the state to have a conversion system and conductivity control. The conversion system has changed the

washer from a single-bath to a two-bath machine. Conductivity control is, of course, used to check and assure proper moisture content of the load.

Since installing the strong charge, Mr. Spaner is highly pleased with the cleaning performance and claims his spotting has been cut in half. As for wetcleaning, he says, "It's down to the point where we're doing about two

pairs of pants a day." He feels that it's highly important to keep the solvent clean.

United Cleaners operates two pickup trucks and makes no extra charge for pickup-and-delivery service. We should be hearing more from this plant in the near future, since it recently opened a call office in a fast-growing suburban development. # #



FRONT ROOM IS LOADED to the gunwales with equipment. A 36-inch tumbler, 30-pound synthetic unit and 36-inch solvent reclaimer don't leave much room for the two spotting boards and hampers



CALL COUNTER is set under stairway in entrance hall to make best use of every available inch of space. Wetcleaning was formerly handled in cellar but charged system has all but eliminated it.

CONDUCTIVITY CONTROL



don mills
KEWPIE CLEANERS & DYERS
THE ARISTOCRATS OF THE CLEANING AND DYEING PROFESSION
OPERATING BRANCH STORES

1634 WESTHEIMER PHONE HADLEY 8134
Houston, Texas
Jan. 27, 1954

Messrs: R. R. Street & Co.,
561 W. Monroe St.,
Chicago, Ill.

Attention: Mr. Ernie Heidersbach

Gentlemen:

When I talked with you in Cleveland last February, we went over the mechanism of the compartment tank with air and electrical controls which the Hoffman Company showed for extractor rinse and I was completely sold, but due to the fact that we were using a 48" extractor, we did not get delivery until mid July.

As you know, we went all out with an extra large size underground rinse tank, plus conductivity control, also forced draft cooling tower, using Ross Heat Arresters, and the results of the extractor rinse have been amazing.

Our summers here with high humidity have been our problem, particularly in July and August. Because of wet cleaning, we have always had a loss of customers, claims and ill will, and all these have been eliminated. Our pass-ups are running 93% of each load and the small amount of spotting that is done, has eliminated one spotter. The cleaning is bright and clear and our sales have jumped 20% since using the extractor rinse with conductivity control and 886.

The finishing coat today is practically the same as it was prior to the increase of 20% because of no hard set wrinkles and the texture of garments after cleaning.

Your engineers and chemists have taken the dry cleaning industry from a low level to a high one; from the old wheel and scrub table and spotting board.

Mr. Carter Walters, your field engineer, stayed with us diligently during the time the above operation was being put into our plant, and again we say thanks to you for what you have done for KEWPIE CLEANERS. I know that any of the cleaners who have followed your recommendations must feel the same as I do.

With best regards to you, I am,

Yours very truly,

DON MILLS
KEWPIE CLEANERS & DYERS

DM/emp

Houston's
Don Mills says:

"Our pass-ups
are running 93%..."

"...our sales
have jumped 20%
since using the
extractor rinse with
conductivity control
and 886."

"The finishing
cost today is
practically the
same as it was
prior to the
increase of 20%..."

R. R. STREET & CO., INC.



561 W. Monroe St., Chicago 6, U.S.A.

QUESTIONS and ANSWERS

Pilling of Trousers

What is causing the progressive felting of this pair of wool shantung trousers? Although the garment has never been wetcleaned, each time it is processed the condition grows worse.—*S. C., Honolulu, T. H.*

The problem involved in the case of these trousers is a pilling of the wool yarns used to make up the pattern of the garment. This yarn is of a twist that is too low; the rest of the fabric is of high-twist yarn, and the contrast in the degree of the twist results in the pattern.

The lack of twist in part of the yarn results in a weakness in resistance to abrasion. Therefore, as the garment has been subjected to the mechanical action of the cleaning operation, the pilling of these low-twist yarns has caused what might be thought of as felting.

The fact that only one yarn, the one creating the pattern, has been affected and the rest of the garment is unaffected in itself would absolve the cleaning operation from blame, in this case, because the cleaning operation has been an immersion process and the entire fabric is subjected to the same processing.

Repeated cleaning has gradually brought about this condition, with a little pilling occurring each time. The same damage will no doubt occur on the coat as it is repeatedly cleaned.

Fading of Upholstery

A couch we drycleaned recently is about a shade lighter on its outer parts than the fabric that is not exposed to air and sunlight at all times. Can this be due to the cleaning process, as the customer maintains?—*M. C. D., Ohio*

Tests conducted on a sample of the upholstery material show that it is composed chiefly of cotton and rayon yarns. Tests on the dyestuff indicate that it is fast to standard drycleaning solvents, water and ammonia.

The greatest failings of cotton and rayon fabrics seem to be a tendency of their dyestuff to crock off and a lack of resistance to sunfading. In the case of this couch, it seems likely that loss of color would be the result of crocking off of dye, which might be caused by abrasion during the use of

the couch as well as that which would be necessary in brushing the fabric. Also, we should imagine that sunfading has played a great part in the loss of color. This can be determined by comparing the areas that have been exposed to sunlight with those that have not.

We don't believe that your cleaning procedure caused the color loss. If it had, the damage would not terminate abruptly, as it does, at the areas that have not been exposed to the effects of light. From this, it is indicated that sunfading has been the primary source of the damage.

Glazed Acetate Jacket

The owner of this blue jacket claims that we scorched the front of the garment. Since it was hand-pressed with a steam iron, we feel that worn material might be the cause of the damage.—*L. C. D., New York*

Tests conducted on a sample of this fabric taken from an unexposed seam show that it is made of acetate yarns and has been treated with a synthetic resin to add body to the garment.

The condition of the front of the jacket is due to finishing, but can hardly be called scorch. It is shine caused by the iron and possibly some glazing. This shine may be due in part to the resin applied to the fabric. It may also be that the acetate fibers have been slightly glazed.

Steam electric irons used for finishing in a drycleaning plant are thermostatically controlled so that correct temperatures can be maintained. In order to offset the possibility of glazing, the settings are held at the lowest possible point for rayon fiber.

Steaming the garment and using a light water spray may overcome the shine.

Stains on Trousers

We believe the stains on these trousers are caused by tannin. Could you verify this?—*P. M. C., Puerto Rico*

Upon examining these stains under ultraviolet light, we find that they have the characteristic fluorescence of a tannin or caramelized-sugar stain.

These two stains closely resemble each other and, so far as stain removal procedures are concerned, are almost identical. Once the stains have taken on their yellow to brown stain, they are usually impossible to remove.

This type of stain is particularly troublesome, since so often it does not show up until it has been exposed to the heat required in cleaning procedures. And yet, until it develops its characteristic color, the stain is invisible. This naturally makes the customer feel that the drycleaner in some manner caused the stains that have appeared. This, however, is not the case.

The most common sources for these stains are fruit juices, soft drinks, coffee, tea, etc. Unfortunately, removal in this case is impossible.

Stains From Vitamins

How can I remove yellow stains caused by liquid vitamins from a nylon dress? I've tried about everything, including a light control stripper.—*A. C., New York*

These stains are rather unusual, but we have encountered the same problem in trying to remove them. It seems that the best thing to try is a wet and dry side paint remover used on the wet side. The stains appear to be composed of both dry side components (oils) as well as wet ones. Thus, working them more or less both at the same time would probably give the greatest measure of success.

Perhaps you have already used this method. If this is the case, there is good reason to believe that the stains remaining are actually oxidized oils. This is indicated by the characteristic cross design of such stains. As you may know, such oxidized oil stains are generally impossible to remove.

Your statement that you used a "light" stripper to no avail leads us to believe that the garment is white. If this is the case, you may have better results by using an oxidizing bleach such as a 1 percent solution of chlorine. Frequently, when a reducing bleach such as a "stripper" is ineffective, an oxidizing bleach is successful. If the stains are on a colored garment, our opinion is that your chances of removing them without damage to the color would be very slight.

Street's Conductivity Control maintains a fixed water balance in the 4% solution which is not affected by the fabrics.

Regardless of relative humidity prior to cleaning—
and regardless of relative humidity during dry cleaning—
the water content of the fabrics in the washer,
plus the filtered water remaining in the 4% 886 solution,
is maintained at a substantially constant total.

DIAL 0144
VANDERLIN'S CLEANING WORKS
"Three Generations of Service"
 WILLIAMSPORT, PA. December 18, 1953

R. R. Street & Co., Inc.
 561 W. Monroe Street
 Chicago 6, Ill.

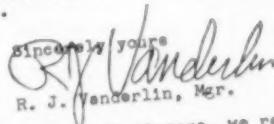
Gentlemen:

It is not our usual practice to endorse any one particular product for publicity. We feel an exception should be made in your case.

Our business relationship dates back a good many years. During that time we stopped using ammonia and alcohol in favor of paste soap, then switched to JPS, then to Cyclo Fabricol, Staticol, 3/4 charge of 886, 4% charge of 886. We have installed the extractor rinse and automatic conductivity control within the past year. At last there is more security, higher and more consistent quality from load to load than ever before. All of this at a reduction in our soap costs.

You are to be congratulated on your selection of a representative in our area. Mr. Rosen has proved himself to be a hard worker of high intelligence in combination with good "horse sense".

Thank you for the fine research job already done and we hope you keep up the good work.

Sincerely yours

 R. J. Vanderlin, Mgr.

P.S. - Although the above statements are all sincere, we regret we cannot allow it's publication unless previously informed of the nature and extent to which it will be used.

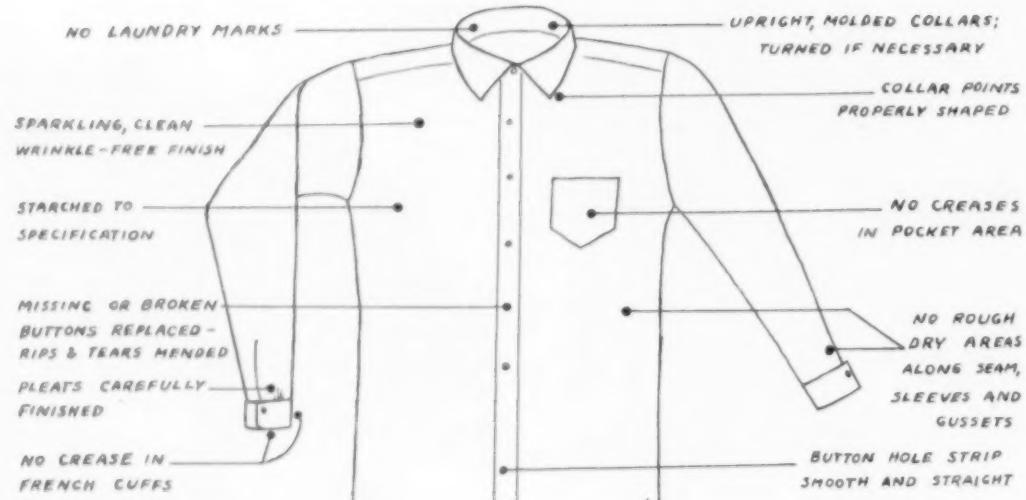
Mr. R. J. Vanderlin,
after enjoying the savings
resulting from 4% 886
with the Extractor-Rinse and
Conductivity Control, states:

**"...higher and more
consistent quality
from load to load
than ever before."**

Contrary to all previous methods,
the filtered soap solution is charged
with filterable water before any fabrics are
entered. Street's electronic controls
replace the water removed in subsequent
cleaning. The filtered water remains
at a substantially constant level
AUTOMATICALLY.

R. R. STREET & CO., INC.

561 W. Monroe St.
 Chicago 6, U.S.A.



WHAT MAKES A GOOD SHIRT? Opinions vary, but here are some of the features professional shirt launderers point to with pride. Seldom are all these features found in any one shirt.

Merchandising and Packaging

Two keys to shirt laundering success

By HENRY MOZDZER

SELLING SHIRT SERVICE to the public is a process no less important than the actual washing and finishing operations. No drycleaner adding a shirt laundering sideline can afford to sit back and just wait for the customers to storm in. He has to get out and sell.

The shirt can be laundered in the softest water using the most scientifically controlled formula and be expertly finished on the finest equipment available. But all this will go for naught if the public doesn't know about it. The next step then is to let people know all about the brand-new shirt laundry service.

The best means of letting the public know about a new feature is to tell them about it, show it to them or let them *read* about it. The more ways

the cleaner can think of to get his message before the public the greater the ensuing rewards. It need not be an expensive campaign but if he has a flair for showmanship, so much the better.

Where To Start

Like charity, the successful program of education will begin at home. All too often the drycleaner assumes that his staff is well aware of everything that goes on in the plant. By taking their knowledge for granted he overlooks an excellent opportunity of making them his best "salesmen." An enlightened employee will spread his message far and wide by the very best type of advertising going—word-of-mouth advertising.

The employee of a plant should be

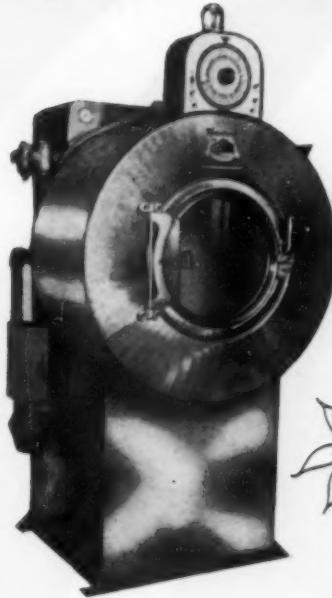
made acquainted with every aspect of the new sideline—from process to price—so that he may talk about it intelligently to his friends and acquaintances. Not only does such a program build morale; it also builds business.

The best prospects for shirt service are the people who are already using the plant's drycleaning department. The approach used will depend on their mode of marketing—whether cash-and-carry or pickup-and-delivery. This means the cleaner will have to sell them in the store or on the route and possibly both.

Selling in the Store

Selling at the store or call office is perhaps the easiest and most readily controlled area for promoting the new

Meet the Spring Demand



HAMMOND
Dyna-matic Washers

AUTOMATIC EQUIPMENT
WITH STREAMLINED
by
HAMMOND



HAMMOND
36x30 open end Tumblers



HAMMOND
Wizard Extractors
Available in sizes
17" — 20" — 24" — 26" — 30"



Hammond
LAUNDRY-CLEANING MACHINERY CO.
HAMMOND BUILDING • WACO, TEXAS

**CLIP this
HANDY
COUPON**

Please send all available information on
Hammond automatic equipment.

Have your representative call with prices and de-
tails.

Name _____

Firm _____

Address _____

City _____ Zone _____ State _____

Hammond Laundry-Cleaning Machinery Company
Hammond Building Waco, Texas



afternoon dress
by
Hannah Troy...
cleaning
by Dow-PER

*Fine garments come through
cleaning cycles beautifully!*

Cleaners and customers feel a new *confidence*—knowing that even the most expensive garments go through the plant *safely*, come out to the rack looking *wonderful*. Dow-PER® makes it possible! The fine dress illustrated was cleaned last month in a modern plant—at the proprietor's standard unit cost. This cleaner reported that his cleaning cycle, using Dow-PER *stabilized* perchloroethylene solvent, removed all soluble soil . . . leaving no streaks or cloudy areas. Dow-PER did the job effectively *and* economically.

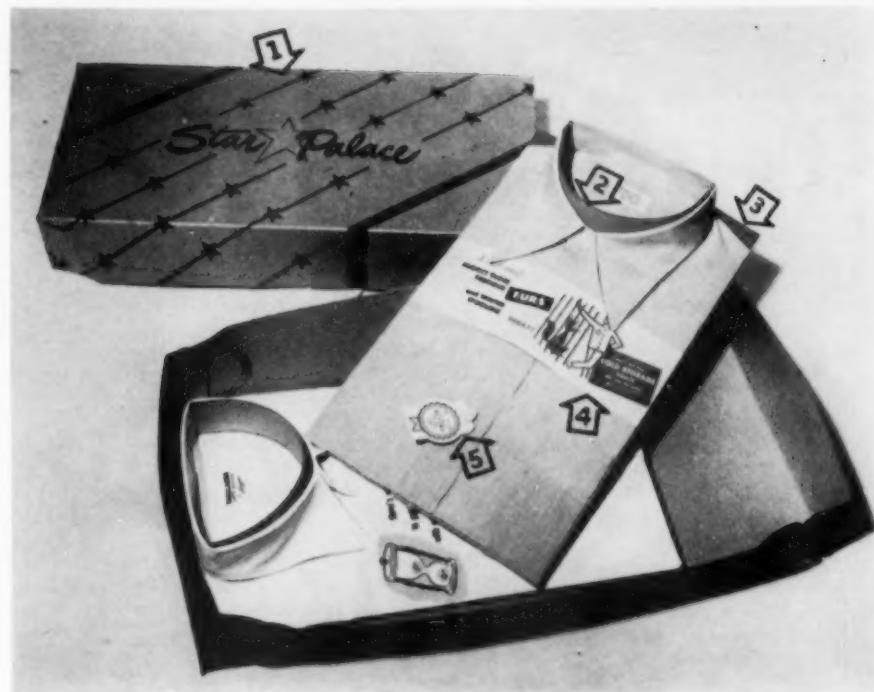
Your Dow distributor can cite many operators who pride themselves on comparable results. All Dow distributors *know* the dry cleaning industry . . . and each one has been carefully selected to offer you the fullest cooperation. Your distributor's long experience, backed by the recognized authority of Dow's Technical Service Department, helps solve plant problems. He can supply the famous Dow "Manual" series, and other informative literature. And best of all: he can offer *immediate* delivery on Dow-PER.

THE DOW CHEMICAL COMPANY, Midland, Michigan.

you can depend on
DOW SOLVENTS



PACKAGING IDEAS that enhance the product and encourage repeat sales include: (1) distinctive boxing; (2) collar support; (3) shirt board; (4) shirt band; (5) button tag. As extra touch box may be lined with tissue paper. Shirt envelopes and cellophane wrapping are both popular and may be used effectively.



shirt laundry. The drycleaner will have his own ideas on how this can best be handled. The suggestions below serve merely as reminders.

First of all, counter girls can be instructed to ask for shirts after the dry-cleaning order is turned in. If the cleaner is fortunate enough to have several stores he may wish to spot-check these efforts in the manner of one New Haven plant. This firm sends around a "mystery shopper" who awards a dollar bill to each counter girl who specifically reminds the patron about the shirt service.

Or the cleaner might accomplish the same end by installing an automatic recording device which repeats the shirt message as the customer trips a release on opening the front door. (This constant repetition can become very wearing on the employee and therefore its use should be restricted to certain hours during the day—never over a prolonged period.)

Leaving no stone unturned, the enterprising cleaner will also figure out a way to get the word "shirts" somewhere into the switchboard operator's salutational greeting.

Prominent use of wall and window posters or banners also helps to inform. And so do counter displays. Any display can be made more eye-catching if it is illuminated and even this can be more effective if blinker lights are employed.

It seems unnecessary to say that some mention of the new service

should be made on store-front signs, order blanks, letterheads, etc.

Space permitting, the cleaner would be wise to investigate the possibility of placing a shirt unit in the front window or somewhere near the front of the store. In that way the customer cannot help but see that shirts are done on the premises. Activity attracts attention and this form of perception seems to make a more lasting impression on the memory. There are numerous cases where the shifting of finishing equipment from the back room to the front of the store resulted in some astonishing volume gains.

Selling on Routes

Getting the routeman to go after shirts can very easily be accomplished by running a shirt contest from time to time, particularly in the early part of the campaign. Most cleaners find that this method provides the best results if the contest lasts no longer than three or four weeks. Oversize campaign buttons worn on the routeman's lapel aid in keeping the shirt service before the public eye between times.

Then, of course, the drycleaner can make good use of the valuable advertising space on whatever selling aids the routemen may be provided with. Route truck posters are an invaluable aid in carrying the word throughout the community. And it doesn't hurt to plug the service on such items as doorknob (or "call-back") hangers,

bundle inserts, hanger shields and dry-cleaning bags.

A firm in Cleveland lets one service boost the other. It makes a practice of hanging sport shirts in drycleaning bags which are imprinted with this message: "Here is your sport shirt, beautifully finished" and add "Send your drycleaning with your shirts, they go together."

Expanding the Market

Route and store merchandising is by and large directed at people who are already using the cleaner's services in one way or another. To enlarge his market other tactics may be employed. Most progressive cleaners are using one or more of the following media and the problem of including the shirt message is no problem at all. Looking at it one way, the new service is actually a money saver where advertising is concerned. Why? Because the cleaner has the opportunity of making another selling point in the same amount of space or time formerly used with no increase in cost.

Newspaper advertising commands attention and normally this medium can be used most advantageously in the small or medium-sized town. If the ads are run regularly in the same section of the paper they cannot help but gain attention. The cleaner in a large city, however, is faced with high rates if he attempts to get his message into one of the large dailies and the expense may not warrant frequent

insertions. Given the choice, he stands a better chance advertising in a small weekly suburban or neighborhood paper that covers the area he serves rather than trying to cover the entire city spasmodically in the big daily organs.

Radio and TV spot commercials, too, are fairly reasonable if placed with small local stations. Before venturing into this field, however, the drycleaner can and should ascertain (a) the number of listeners or viewers per dollar; (b) whether the station reaches the territory he wants to cover; (c) the popularity of the station considered; (d) the general appeal of adjacent and competing programs and (e) the merchandising help offered by the station.

Leaflets and broadsides offer still another medium for getting a message across to the neighborhood trade. This method, however, is only as good as the distributing agency.

Direct-mail campaigns provide a dependable means of reaching the prospective consumer and can easily be handled by the cleaner's office staff. Whether the prospect will read the missive is another thing. The response is noticeably better in this effort if some sort of gift certificate or useful item is enclosed.

In 1949 the American Institute of Laundering advertising department conducted a survey to determine how laundries spent their advertising dollar. The results showed that some 13 percent of those answering said they had used blotters. That may not be an impressive figure in itself but it is noteworthy when almost two-thirds of the plants using this device reported good results.

The figure compares most favorably

in relation to the 40 percent claiming good results from newspaper advertising, and 32 percent claiming good results with radio advertising.

One fire insurance firm went a step better with a blotter mailing and received an unprecedented amount of returns. It figured out a way to impregnate the blotter with the odor of charred wood. The odor angle may not be any good for promoting shirt laundering, but what if you had the blotter cut in the shape of a folded shirt?

Still other techniques may be used to broaden your market; we'll skip over them rather briefly. Car cards on either the outside or inside of public conveyances such as buses, trolleys and subways have been found effective. Then there's movie-house advertising which employs slides flashed on the screen between features; billboards to attract the motoring public; telephone-directory advertising, theater-program advertising and everything from match-book to sandwich-board advertising.

Another angle is to approach hotel and motel managers with the idea of selling quick service to their customers. Motels are big business these days with more than 30,000 of them going in all over the country. And if these sources are not available, you might even consider doing shirts for other cleaners who do not have the facilities for handling shirts.

What's Your Appeal?

In developing any promotion campaign it is smart policy to know what the competition is doing and go them one step better. If there is something distinctive about the drycleaner's shirt service which makes it stand out from

all others, his chances for success are greatly increased. You can get a pretty good idea of the type of service the customers want by studying their habits and getting to know them.

Broadly speaking, there are three appeals that influence the customer's marketing habits. They are price, quality and convenience.

The correct appeal will depend on such variables as customer income, occupation, mode of transportation and whether it's the wife or husband who deals with the drycleaner.

On Price

Price does not have to be low to be reasonable and no one appreciates this more than the customers. If they feel they are getting more, they expect to pay more and not quibble about it.

The drycleaner who does not have some opinion on price cutting is rare indeed. Suffice it to say that those who are not geared to handle shirt laundering on a mass-production basis are treading on dangerous ground if they make cut-rate prices the basic appeal of their business.

There are ways of stressing the economy angle without stressing the actual price. Few cleaners have taken pains to show that they can do shirts quicker, better, faster and at less cost than the housewife can. Few, for example, have pointed out the tremendous amount of water used in numerous suds and rinse baths, nor have they played up the special supplies used to assure soft water and proper cleansing nor the soft padded equipment that protects the buttons from breakage and gives a wrinkle-free finish. A few have taken the trouble to compare their costs (despite all these heavy expenditures) with the amount



PROMOTION MATERIALS include no-starch ties, shirt bonds, inserts, shirt boards, blotters, etc.

Pantex

For Finer Faster Finishing...



A lasting triumph and the first choice for thousands of laundry operators, the Pantex Air-Operated Laundry Press continues to deliver—year after year—fine, fast finishing. Pantex owners know that no other press is built so simply yet so rugged and trouble-free. Fewer parts and complete freedom from cams, diaphragms, tension springs, packings and push-buttons make Pantex the smoothest-operating, most trouble-free air-operated laundry press in the industry.

Don't depend on promises—depend on Pantex. Look inside each press and *compare them all*. You'll quickly see why Pantex equipment invites comparison and why you, too, will buy a Pantex. Literature on request.



PANTEX MANUFACTURING CORPORATION • PAWTUCKET, RHODE ISLAND

it costs a housewife to do shirts herself. Just consider the time a woman spends to iron a shirt and how much it would cost if she were being paid the going hourly wage in her community.

On Quality

Quality is one of those all-embracing terms that doesn't really mean anything unless you can show people what you are talking about. The smart drycleaner will tell the public just what he means by his usage of the term quality.

This is easy enough in the plant where he can show a rough-dry spot and call attention to their absence in a properly finished shirt. He can point out a starch blister and tell why this doesn't happen on shirts done at his plant.

We were particularly impressed when one plantowner in Detroit made a point of showing us how the plies of a cuff on a no-starch shirt were separated with a diagonal tuck to make certain the customer would not have the impression they were starched.

Naturally, the drycleaner can't do this with each and every customer who comes into the plant, but there are other ways to put over this careful-attention aspect if he gives some thought to it. Perhaps he can stress the fact that men can get just the right amount of starch they want and in the right places because "We have eight starch classifications to meet the customer's every requirement." Or perhaps he can stress the fact that his shirts do not have ugly laundry marks in them because invisible inks or detachable tags are used for identification.

The latest wrinkle in advertising is the technological approach. A current AIL campaign explains that the professionally finished shirt is more comfortable in the collar because it is pressed on contour presses which mold the collar to fit the neck.

On Convenience

Convenience means many things to many people. The three-hour shirt laundry is convenient for traveling men; same-day service is convenient for the commuter; cash-and-carry to the neighborhood trade, and pickup-and-delivery to the suburbanite.

Show the busy housewife how she can gain an extra day a week by letting you do the family shirts and she'll appreciate the convenience angle. There are a surprising number of potential customers who need only a few good reasons why the professional shirt laundry can do a better job to become steady customers. And never

kid yourself that the ladies like to do shirts.

Tell the male customer that you'll turn one of his worn, frayed collars free with every five shirts he brings in and he'll love the convenience angle. Show him that professionally folded shirts are easier to pack away in a suitcase and again he'll be appreciate the convenience.

Missing buttons have always been a nuisance; if the drycleaner listens to any comedian long enough he'll find that out. Certainly a good deal of attention should be devoted to this phase of shirt handling since it is so readily noticed by the wearer. One surefire method of accomplishing this end and stimulating sales at the same time is to apply the missing-button campaign.

An Omaha plant started advertising that it would launder two shirts free for every shirt returned with a button missing or a French cuff folded improperly. After laundering 300,000 shirts it was found that the plant had to make good this offer on only 31 shirts.

The number of shirts was gradually increased until the plant offered to launder nine shirts and clean a suit of clothes free. Not only did this raise a few eyebrows but during the course of the campaign shirt volume was increased by 25 percent.

Packaging

A carelessly packaged shirt is a reflection on the general care an item receives while it is in the hands of the cleaner. To retain the best impression of his organization and its professional ability, the drycleaner should also give careful consideration to the final packaging of the finished product. Whether he decides on shirt boards, packs, envelopes, cellophane wrapping or cardboard boxes these elements of what makes a good package should be kept in mind: A good package—

1. Protects the product.
2. Makes the product easier to carry.
3. Identifies the contents.
4. Encourages repeat sales.
5. Helps the sale of other services.
6. Reduces the amount of returned work.
7. Is distinctive in itself.
8. Is made of material of reasonable cost.

The preceding are basic in packaging any item. The cleaner must stay his final selection until he can decide on such matters as:

How the shirt is to be finished. If the collars are ironed flat then there

would be no point in going in for collar stays.

How the shirt is to be folded. If creases are to be kept at a minimum shirt packs may be favored instead of shirt boards.

How the shirt is to be stored. If the finished shirts are simply stacked one on top of the other in the racks or on the route truck perhaps a box or some type of bag with cardboard sides would receive preference to minimize crushing.

How the shirt is to be identified. This will be determined, too, by the way the package is stored. It would certainly be inconvenient to affix the invoice to the top of the package if the orders are placed one on top of another.

All of these decisions will affect the size, color and material selected for packaging.

Nothing dictates that plain brown wrapping paper is the only thing that can be used. A color combination can serve to "trade-mark" a shirt order done by a particular cleaner, give it a quality look and make the whole job pleasing and attractive.

Printing can be used liberally throughout the entire packaging, both for the purpose of impressing the customer with the quality features of the work and for calling attention to the other services which are offered.

The cleaner can follow the example of an Alabama plant that had large letters printed individually on its shirt boards. When the customer spelled out the firm's name he became entitled to have five of his shirts laundered free.

Another firm in Rochester prints a series of drawings on its shirt boards that the small fry can color on rainy days.

Or the cleaner might like to follow the example of a Memphis plant that had this message printed on its shirt bands: "Have you kissed your wife this morning?"

These messages (or drawings) require changing from time to time and can prove very profitable to those who make the most of the opportunity. A great deal of valuable space is provided by shirt envelopes, button tags, hanger flags, package inserts, etc., which can be used to keep up friendly chats with the customer at little cost.

The most important thing to remember so far as packaging is concerned is that the customer is first and foremost interested in getting a shirt that meets his specifications. He won't be happy with anything else. # #

The Bells
are
ringing

For Me
and My Pal!



Lack of Capital?

It is possible to **LEASE** a Detrex Coronet
and Synth-O-Saver. See coupon below.

DETREX CORPORATION
Dept. FF-500a
Box 501, Detroit 32, Michigan

- Send me all the facts on how I can build bigger business and more profit with the Detrex Process.
- Send me all the facts on the new lease arrangement for the Detrex Coronet.

NAME _____

COMPANY _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____



and DETREX is making them ring!

There are many important reasons why the Detrex Process is different from all others. One of the most important differences is the proven ability to make your cash register ring more often—and with greater profit per sale.

To begin with, the famous Detrex Process divides the load—one machine for thorough cleaning and the other for thorough solvent recovery. As a result, this doubles the number of loads per hour, and fast service at lower costs is completely practical—without disrupting work flow or loss of quality. And it is well to remember that fast service is the industry's biggest new-business builder.

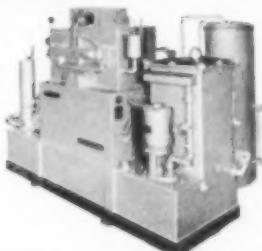
Then there's Detrex Two-Bath quality that virtually eliminates re-runs and wet cleaning even on light-colored garments. Hand spotting is reduced to a minimum. This saves time and dollars for you—in other words—more profit.

Combine fast service plus color-bright, luxury-soft Detrex cleaning quality, and you have the exact answer for a bigger volume of higher-profit business. Equally as important is the fact that no other equipment can match Detrex for durable, long-life, trouble-free construction.

Remember—you are in business to make a profit—and Detrex equipment assures you of more profit every time your cash register rings.

Mail the coupon at the left for details . . . to DETREX CORPORATION, Box 501, Detroit 32, Michigan, Dept. FF-500a.

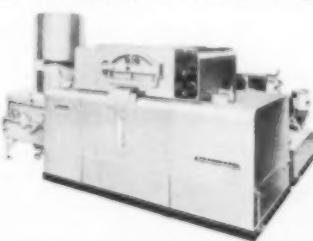
a DETREX for every size plant . . .



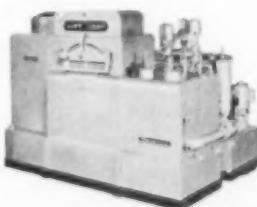
DETREX CORONET—to build a bigger business future with low initial investment. Standard or Two-Bath Cycle.



DETREX SYNTH-O-SAVER—the miser-like running mate of all Detrex cleaning machines. Puts extra profit in your pocket as it keeps your solvent cost at rock-bottom.



DETREX AMBASSADOR—if BIG volume is your requirement, the Ambassador tops them all with over 200 lbs. hourly capacity with Two-Bath Cycle.

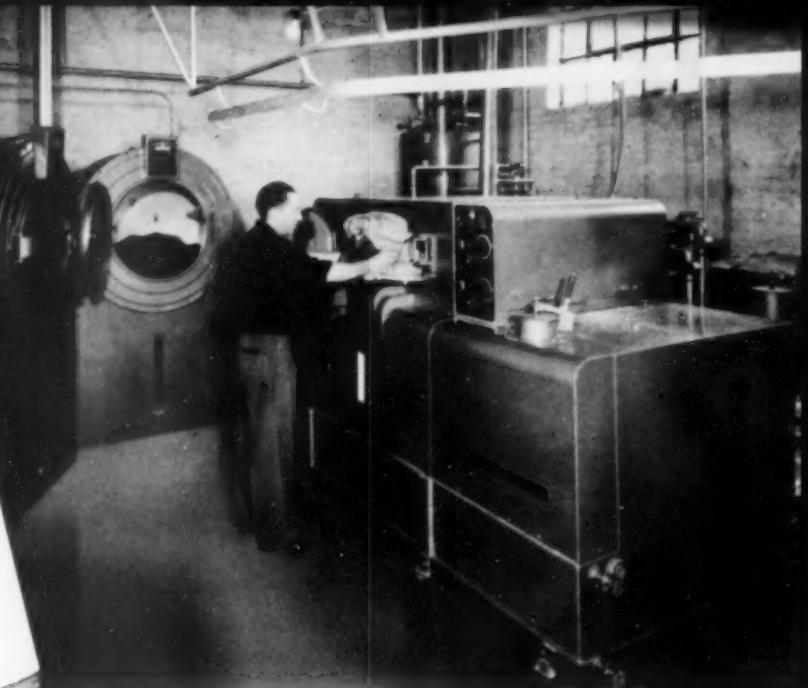
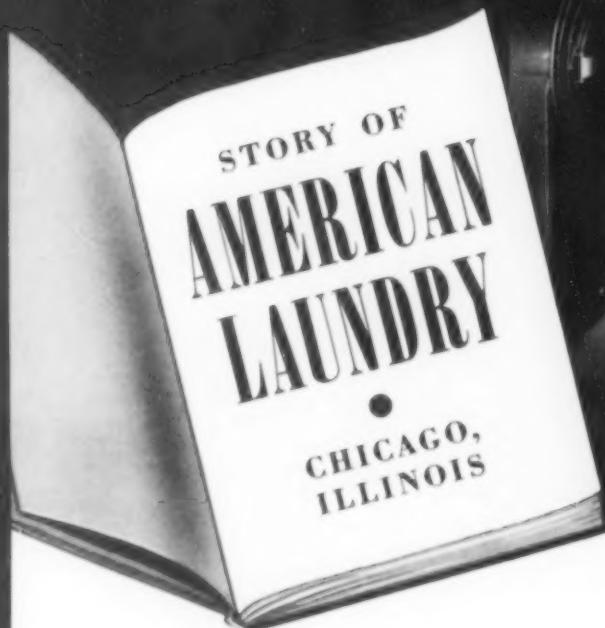


DETREX MONARCH—the work horse of the industry with over 100 lbs. hourly capacity. Standard or Two-Bath Cycle.

See DETREX Profits in Action—NEXT PAGE



This Could Be YOU



American Laundry, 917-925 South California Avenue, Chicago, Illinois, was founded in 1920 by Samuel Levin and his son-in-law, A. M. Schafner. Through aggressive and farsighted management, this modest enterprise expanded to become one of the largest and most reliable laundry operations in metropolitan Chicago.

As of today, American Laundry is operated by the third generation—Harold and Burt Schafner, sons of A. M. Schafner. In 1952, the Schafner brothers recognized the desirability for a package drycleaning plant to augment their laundry business. As the result of intensive study and research that

took over two years to complete, it was finally decided that the Detrex synthetic package plant offered the most complete answer to their needs.

In February of 1954, they installed the big, new Detrex Ambassador, which has the largest hourly capacity in the industry. This proved a wise decision, because within three weeks' time, they were required to handle a volume in excess of \$2,500.00 per week—which this big, new machine handles easily.

Needless to say, the Schafner brothers are indeed pleased with the success of their entry into the drycleaning field as an adjunct to their established laundry business. In fact, they are now making plans to add a second Detrex Ambassador within the year.

YOUR LOCAL DISTRIBUTOR

Your local Detrex Distributor is a well established business man in your locality. He is trained to know and explain the Detrex Process. He is intimately acquainted with drycleaning and the drycleaning business. He has available complete facilities and qualified personnel to give you prompt, efficient service.

Rely on him for all your drycleaning equipment needs. Your guarantee that he will serve you well lies in his desire to maintain the highest business reputation in your locality. He not only is doing business there today but for many years to come.

DETREX CORPORATION

Dept. FF-500a
Box 501, Detroit 32, Michigan



LOCATION is on main traffic ways to new housing additions, huge Army and Air Force bases. Black-topped drive-in area across front and at both sides for ample parking space. Plant operates one route

Plant Follows Boom

Albuquerque cleaner locates and equips
to serve fast-growing out-of-town center

By LOU BELLEW

IN A REAL HE-MAN BOOM, the town of Albuquerque, New Mexico, is growing right out of its boots. Small wonder that an enterprising cleaner has followed the crowd and set up a plant right on the edge of new housing additions—to say nothing of being in the immediate vicinity of two huge Army and Air Force bases.

Fashion Cleaners has been set up by J. A. Cosper in an area that only five years ago was just sand, and a long way from town. A new shopping center just across the street and a housing area of a jillion new homes has changed all that.

Starting the sixth week of operation in a plant that is spanking new from front counter to boiler room, Fashion has hit a volume of \$750 a week and is growing by leaps and bounds. The sixth Monday since opening showed a \$200 day.

Mr. Cosper operates the plant with his daughter as counter girl and seven other employees. Among other novelties is the use of a woman spotter (she took a spotting course) on the theory that only a woman could spot to the satisfaction of another woman.

The 32-by-78-foot building is constructed of a lightweight block made of pumice stone, and has a roof of the same material as a barrier against the sun. Set well back from the street on a corner lot, it has ample drive-in facilities, all black-topped, across the

front and along both sides of the plant.

In a 12-by-16-foot back corner of the plant a three-girl shirt unit, along with a 40-pound washer and a small extractor, provides for complete bachelor service. At the rear of the plant are a 30 hp. boiler and a heat reclaimer. A local water-softener service is used.

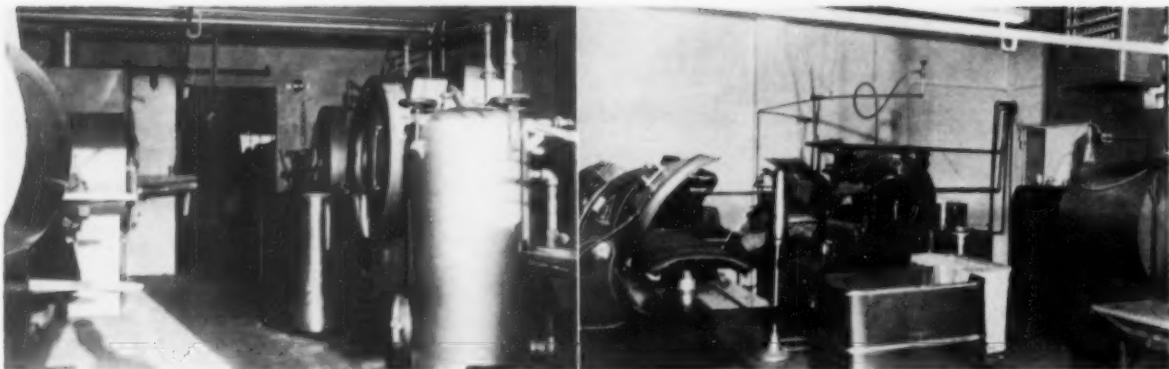
A 14-foot section of the rear of the building is divided into two 14-by-16-foot rooms, one for the cleaning

room and the other for the boiler and return system. One wall of the boiler room is lined with all the plant's power switches at a convenient height for easy access.

Over the all-glass store front is a jaunty little canopy. Brickwork below the windows adds an attractive touch of color to the all-white building. The call office itself is a real standout. The reception area is covered with heavy carpeting that contrasts with the leatherette counter



PLANT NAME is spelled out in brass upholstery tacks on leather counter front. "Billie" Cosper, daughter of owner (right), wears Western outfit for local celebration



Left: CLEANING ROOM at rear of plant is in 14-by-16-foot room, has twin manually operated 40-pound washers, tumblers, spotting board and other equipment. Wiring conduit goes through holes in wall to switch boxes in boiler room. All garments are hung in cleaning room, travel to finishers by slickroll through fire door at rear. Right: THREE-GIRL SHIRT UNIT, with open-end washer, 40-pound capacity, and tumbler occupy 12-by-16-foot corner of plant. Work pants and bachelor-bundle work are also finished on these presses.

fronts, decorated with big brass-headed upholsterer's tacks to spell out "Fashion Cleaners Thanks You."

Behind the counter is a 6-foot-high partition of knotty-pine boards which screens the marking-in area. This partition follows the "Z" shape of the counter. A plentiful array of fluorescent lights makes up for the complete lack of windows along either side of the building, a characteristic of most small plants in the Southwest.

Since he built with a weekly vol-

ume of \$1,000 in mind, Mr. Cosper is glad indeed that he has an option on additional space along one side of the present building. In a plant featuring fast service, the finished work gets little opportunity to pile up, but already his 125 feet of ready racks are crowded.

According to Mr. Cosper, high-quality work and a lot of free repair service have been the big factors in the quick growth of his volume. He feels his slightly higher prices make

little difference to his customers in view of the extra services he is able to perform.

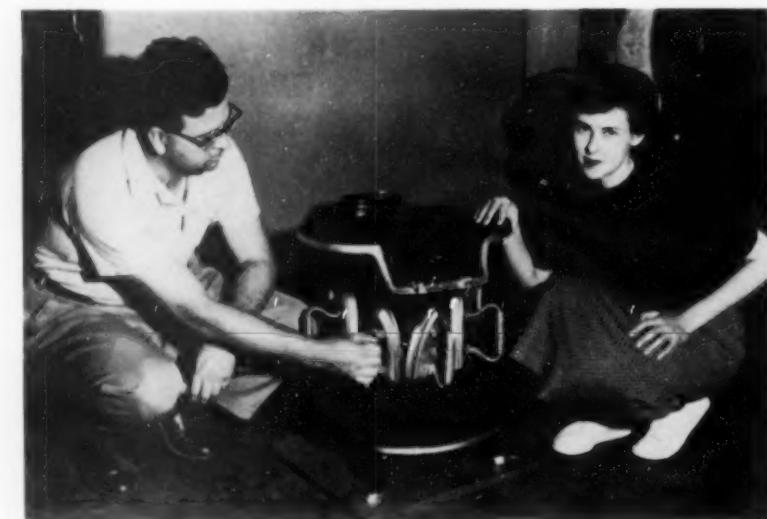
The shirt unit resulted from his effort to provide a convenience for his regular customers, and he is content to break even on the bachelor service to keep their cleaning business. The shirt unit as a result is used to process wash pants, socks, underwear, handkerchiefs, etc., that a man may bring in, right along with the family drycleaning. # #

Keeping Irons on the Fire

IT WOULD TAKE a real oldtimer to remember the old-fashioned hand iron heater that Ed Olsen of Olsen Equipment Company, Salt Lake City, Utah, recently acquired.

Ed is reported to have picked it up somewhere in Wyoming—maybe because the owner missed a few payments on this late-model piece of equipment. The heater is a heavy cast-iron job standing about knee high with two lids on top. Around the belly of the stove are little recesses into which the back ends of the hand irons are placed and held up against the stove so the bottoms of the irons will heat. There are seven of these hand irons, and all can be heated at once.

Each iron is marked with the number "8" although the irons weigh only 7½ pounds apiece. This might be due to rusting away or actual wear from use. On top of the stove is "No. 4," and under one of the lids is the inscription "Kas No. 8."

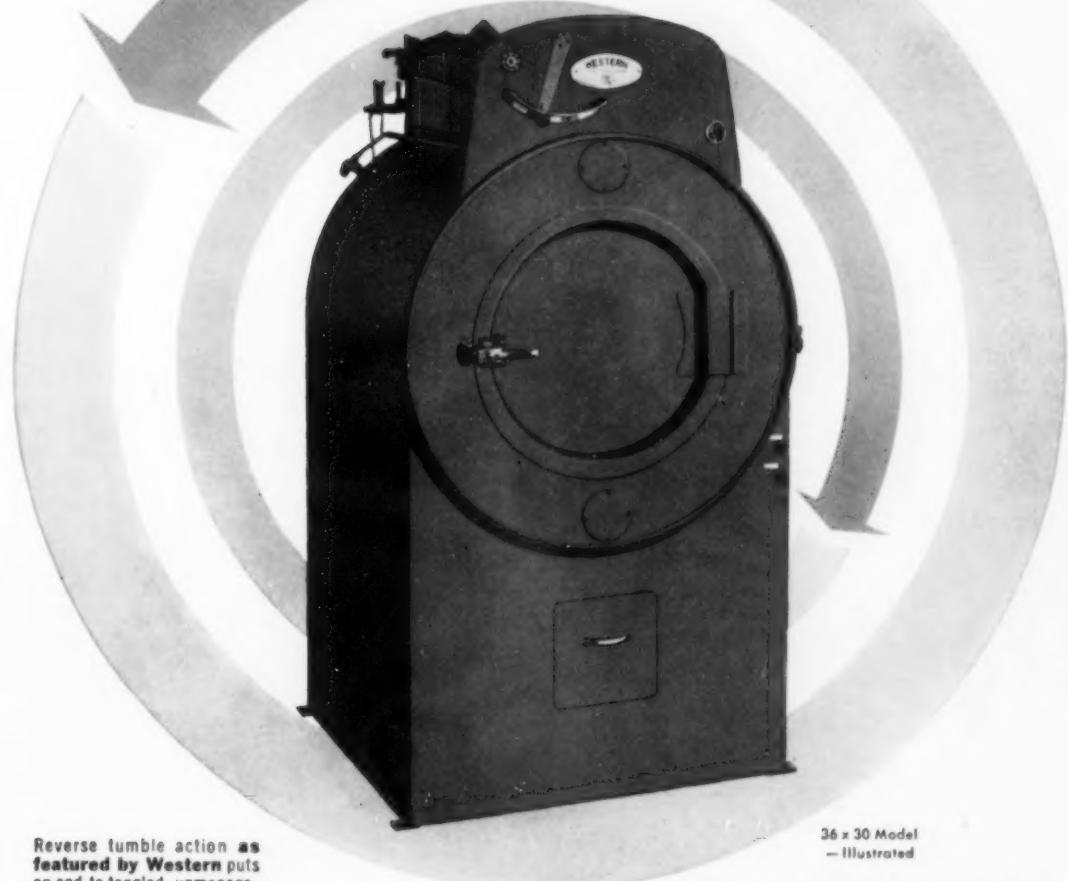


There's been quite a bit of guessing about the stove going on over at Olsen Equipment, and if you've got

any ideas about the origin of this little number, we'd like to hear them.—L.B. # #

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REVERSING DRY CLEANING TUMBLERS



Reverse tumble action as
featured by Western puts
an end to tangled, unmanage-
able, torn clothes...it's truly
the advanced design tumbler
...no troublesome gears or
couplings...investigate now
and you too will agree "In
tumbler drying today—
Western Reverse Action is
the way".

36 x 30 Model
— Illustrated

3 models available: Laundry—Dry Cleaning or
Gas Fired—also non-reversing models.

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OLSON TUBULAR FILTERS ARE SELF CLEANING... Completely Automatic...No Long Shutdowns.



Do you know how much it costs you every week to shut down, dismantle your filters and clean them? Figure it out, in actual dollars and cents, and you'll see why the OLSON tubular filter is the greatest advancement in recent filtration history. There's NO long shutdown (3 to 5 minutes is all it takes!) NOTHING to dismantle, NO bags to change! NO screens to scrape. In fact it's so easy it's a pleasure!

Find out today why drycleaners all over the country are switching to the OLSON Tubular filter. Write for FREE folder and complete information. No obligation.

Free Folder gives full details and specifications. Shows HOW this remarkable filter works, WHY it surpasses every other filtration method. Send coupon for your FREE COPY, Today.

Olson Filtration Engineers, Inc.
1624 N. Kilbourn
Chicago 39, Ill.

Please send me your FREE FOLDER on the New OLSON filter. I understand there is no obligation.

Plant Name _____

Address _____

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By _____



OLSON FILTRATION ENGINEERS, INC.

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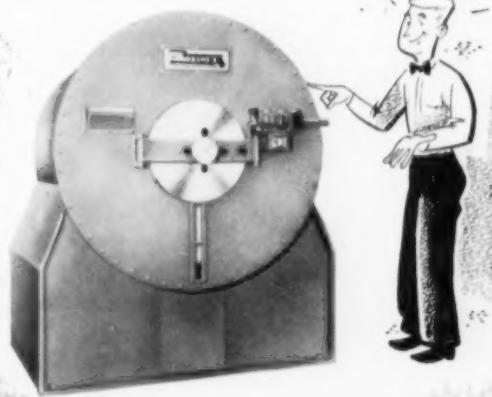
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**WASHEX
COMBINES WASHING and EXTRACTING
in ONE ECONOMICAL OPERATION**

The costly, messy transferring of clothes from washer to extractor is one trip that is not necessary! Not if your plant is equipped with a proven labor-saving WASHEX. This advanced engineered Combination Washer-Extractor does the entire job for you — automatically, in one machine — without duplication of effort, without spillage, without handling solvent-soaked garments. Open the door, load garments into the cylinder — and press a button. It's as simple as that. WASHEX' "Cyclonic Whirl Action" brings the clothes out faster, fluffier, cleaner — and at a drastically lower cost, too!

Here is one investment that more than pays for itself — an investment in efficiency that should merit your serious consideration. Mail coupon today for full facts!



Ideal for 2 bath system because garments are washed and extracted in the same unit.

Dept. N-6
 Wushex Machinery Corporation
 192 Bunker Street
 Brooklyn 22, New York
 Please send me your FREE FOLDERS on WASHEX
 Combination-Washer Extractors, size "100"
 "200"
 "300"
 "500"

I understand there is no obligation.

Plant Name _____

Address _____

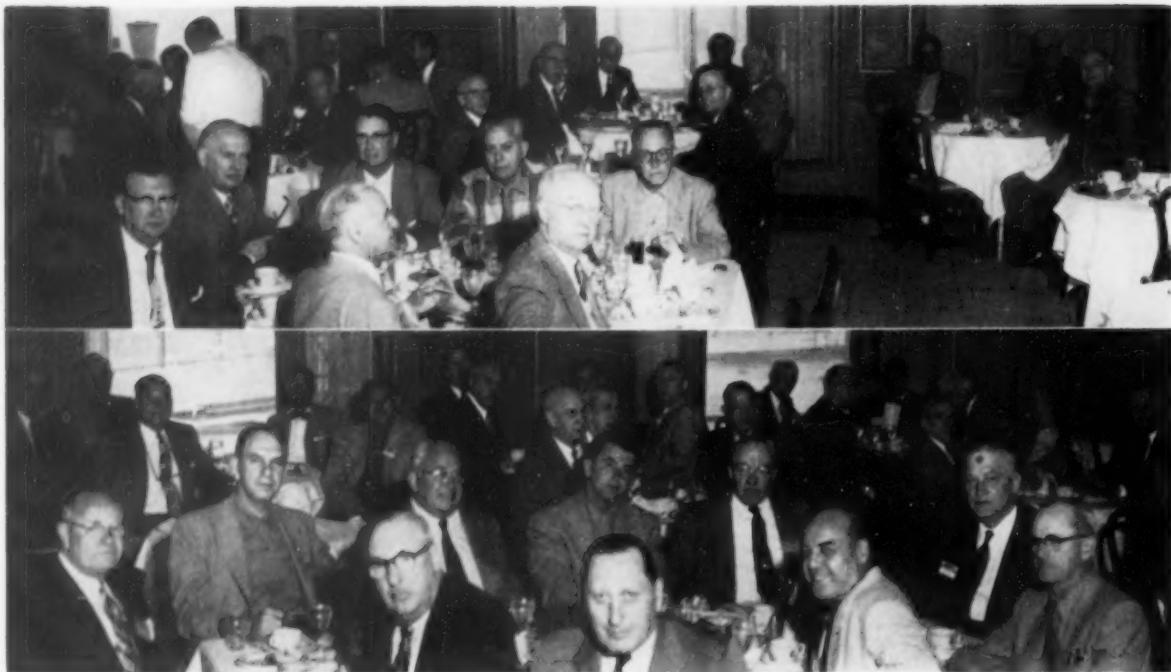
State _____ City _____

By _____



WASHEX MACHINERY CORPORATION

192 BANKER STREET, BROOKLYN 22, N. Y.



OLD-TIMERS and guests at third annual luncheon meeting

Allieds at Colorado Springs

By PHIL GREENE

MIXED DOSES of springtime in the Rockies, snow, pleasure and business were the ingredients of the Silver Jubilee Convention of the Laundry and Cleaners Allied Trades Association and the Laundry and Dry Cleaners Machinery Manufacturers Association, April 27-30, at the Broadmoor Hotel, Colorado Springs, Colorado. A total of 287 registered, including 94 ladies.

The most important of the business transactions was the consolidation of the two groups. Now it's just the LCATA, with that old tongue twister, the LDCCMA, having been laid to rest.

The lone outside speaker was Jack Lacy of the Lacy Sales Institute, Newton Center, Massachusetts. Mr. Lacy's remarks and film on sales training were well received.

Some 40 oldtimers gathered for their third annual luncheon meeting. The convention was marred by the sudden passing of Gilbert G. Sanborn, Tingue, Brown & Company, on April 30.

All committee chairmen reported on their respective activities. Emphasis was placed on the need for individual company action on state and sectional matters, the seriousness of "ripper"



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CLEANING WORLD'S
FIRMAMENT...

POTENT...POWERFUL...DETERGENT

CHARGE IT

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SUPER CHARGE

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legislation now in force at state and local levels, and on future exhibit plans at national conventions. A survey revealed that 82 percent of the exhibiting firms would prefer one large exhibit or fewer exhibits each year. The present large and small exhibit plan will be dropped at the end of 1955. Committees are now studying proposals for subsequent exhibits.

New officers of the combined association are G. W. Boyd, Sanitone Division, Emery Industries, Cincinnati, president; Morris Landau, Cummings-Landau Laundry Machinery Co., Inc., Brooklyn, N. Y., secretary; and Nils S. Dahl, John T. Stanley Co., Inc., New York, continuing as treasurer.

The distributor, supply manufac-

turer and machinery manufacturer groups are represented on the board of directors by six members each.

For the distributors: Hugh G. Henderson, Hugh G. Henderson Co., Houston; J. R. Morris, Virginia-Carolina Laundry Supply Corp., Richmond; Marcel Hirsch, Patek & Co., San Francisco; Carl S. Hulen, Wm. Lynn Chemical Co., Inc., Indianapolis; F. H. Ross, Jr., F. H. Ross & Co., Inc., Charlotte, N. C.; A. D. Fry, The Fry Bros. Co., Cincinnati.

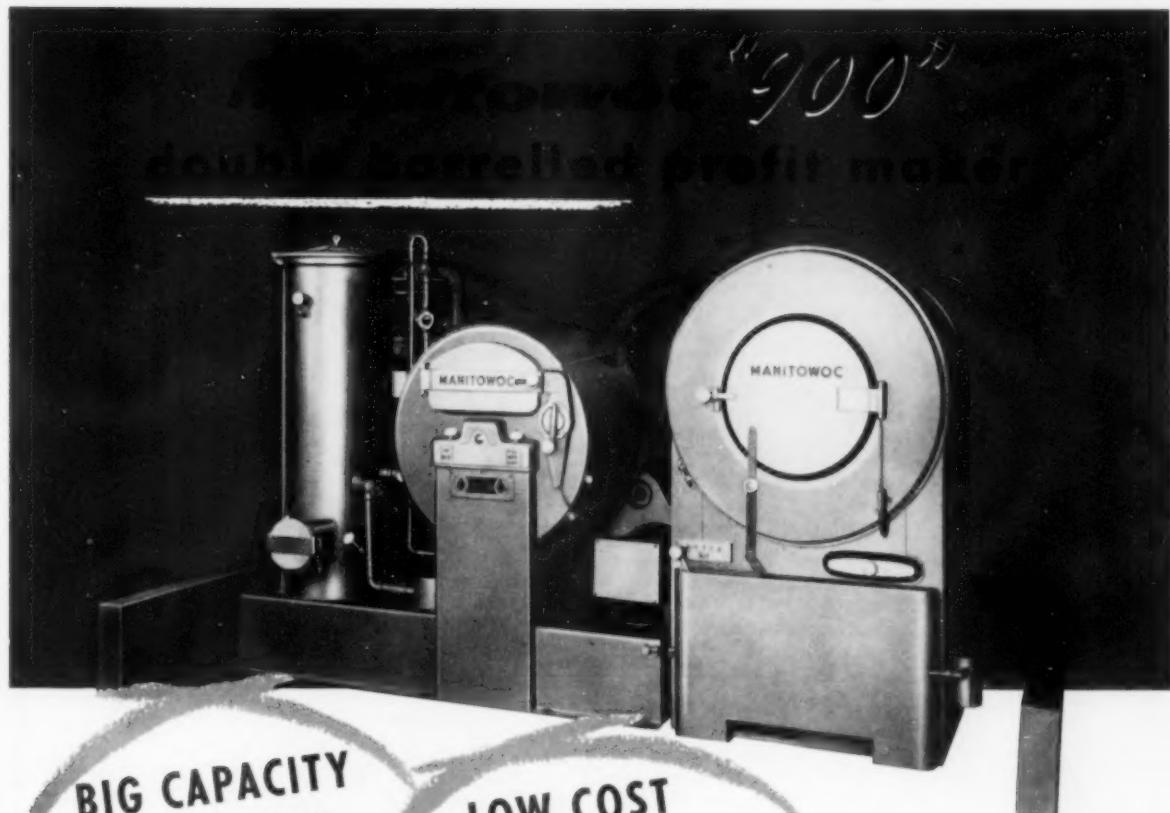
For the supply manufacturers: G. W. Boyd, Sanitone Division, Emery Industries, Cincinnati; W. D. Ellis, Southern Mills, Inc., Atlanta; Nils S. Dahl, John T. Stanley Co., Inc., New York; John R. Young,

Davies-Young Soap Co., Dayton; W. B. Appleby, Wyandotte Chemicals Corp., Wyandotte, Mich.; A. M. Henning, Resillo Company, Chicago.

For the machinery manufacturers: Joseph Friedman, U. S. Hoffman Machinery Corp., New York; B. O. Gottry, Butler Manufacturing Company, Kansas City, Mo.; J. E. Ryan, Jensen Manufacturing Co., Palmyra, N. J.; John K. Clement, Bock Laundry Machine Co., Toledo; Wayne Wilson, American Laundry Machinery Co., Cincinnati; Morris Landau, Cummings-Landau Laundry Machinery Co., Inc., Brooklyn, N. Y.

Next year's convention will be held at the Grand Hotel, Mackinac Island, Michigan, June 23-26. # #





**BIG CAPACITY
105-120 LBS.
PER HOUR**

**LOW COST
\$4860 F.O.B. MANITOWOC
Complete Unit
Including Tumbler**

You'll hit the profits target with "both barrels" when you install a Manitowoc "900". Manitowoc's dual drum design enables you to wash 35 lbs. while you tumble 35 lbs. You clean with a constant supply of clean, fresh solvent because solvent is continuously distilled and filtered. You get built-in storage tank and a dual level ventilating system. These features and advantages, plus low initial investment, high hourly capacity and low operating cost are the reasons why operators all over the country are installing the Manitowoc "900". See Manitowoc before you buy.

**RECOVERY TUMBLER
SOLD SEPARATELY
\$1375 (F.O.B. Manitowoc)**



Big 36" x 30" recovery tumbler can be used with any synthetic system. Increases capacity of your present system.

Manitowoc

PERCHLOR DRY CLEANING UNIT

LEGAL DECISIONS

Employing a Minor

When a drycleaner employs a minor in violation of the laws of his state and that employee is injured while at work, is the cleaner under greater liability than he would be if the employment had been legal?

State laws differ considerably on this point, and whoever is in charge of personnel in a plant should be posted as to the law of his state. In most cases the penalty is not merely a fine for violation of the statute. The compensation law may call for double the amount of compensation that would have been awarded had the employment been legal, or it may leave the minor free to bring suit. The damages awarded in such a case may greatly exceed the amount of compensation that could have been collected had the workmen's compensation act applied.

The effect of special statutory provision is illustrated in a case decided by one of the Texas Courts of Civil Appeals, where it was decided that a minor injured while illegally employed in a Texas laundry and drycleaning plant was merely entitled to such award as was provided for by the workmen's compensation law and could not sue for damages. (Haskins v. Cherry, 202 S.W. 2d 691.)

Federal Labor Law Affects Cleaner

The fact that a cleaner's business income is derived wholly within a state does not prevent Uncle Sam from bringing him under the National Labor Relations Act. If the business involves out-of-state purchase of a considerable part of supplies used, is that enough to subject the cleaner to the Federal labor laws?

Yes, according to a recent decision of the U. S. Court of Appeals, Ninth Circuit, in the case of National Labor Relations Board v. Stoller, 207 Fed. 2d 305.

Harvey Stoller operated a cleaning and laundering business in Washington. Of \$24,000 worth of supplies bought annually about half came from outside the state. He contracted with a labor union—which had not qualified to represent his employees as required by Federal law—not to hire any employees not belonging to that union. He discharged four employees who refused to join the union and

by A. L. H. STREET

Invitation to the Reader

In this department of THE NATIONAL CLEANER & DYER, Mr. Street, an attorney and author of a book on law for drycleaners and laundryowners, reviews current court decisions affecting drycleaners and dyers.

Readers are invited to submit for the author's discussion legal problems of general interest to the industry. You must rely on your own attorney for specific advice as to your rights and liabilities in a given case. But Mr. Street can help you and your attorney by citing what the courts have generally decided in similar cases.

was charged with unfair labor practices before the National Labor Relations Board. The Board sustained the charges and the Court of Appeals issued a judgment enforcing an order that Stoller cease his illegal labor practices.

First, it was decided that Stoller's extensive purchases of soap, solvents and paper from outside the state involved enough interstate commerce to bring him under the Federal labor law.

Second, the Court of Appeals reaffirmed the proposition that where the NLRB has power to act it can exercise discretion within reasonable bounds as to whether it will pass upon a complaint of unfair labor practices.

The court was influenced in upholding the Board in this case by the fact that the Board took jurisdiction of the case because Stoller was doing business on a Federal atomic energy reservation.

The court also stressed the fact that the Board has adopted a policy of entertaining complaints in the laundry and cleaning industries, which do interstate business.

Appended to the opinion is a note citing decisions of the Board and the federal courts in cases involving those industries: Arcade-Sunshine Co., 12 NLRB, 73 App. D.C. 128, 118 Fed. 2d 49. White Swan Co., 19 NLRB 1079, 118 Fed. 2d 1002. Quality & Service Laundry, 39 NLRB 970, 131 Fed. 2d 182. Star Dyers & Cleaners, 53 NLRB 514. H. B. Harwell, 55 NLRB 845. Liberty Laundry Co., 62

NLRB 1235. Sam Boorstein, 64 NLRB 645. Horton's Laundry, 72 NLRB 1129. Arrow Linen Service, 73 NLRB 868.

Promissory Notes

Unless a promissory note is paid when due, does the original acceptance of that note amount to payment of a debt, thereby wiping out lien rights existing for enforcement of the old debt?

Not according to a decision rendered some years ago by the New Jersey Supreme Court. (Union Cleaners & Dyers v. Zeidman, 172 Atl. 546.)

The cleaning company had secured judgment against the defendant and a judgment lien on personal property belonging to him. The company accepted three notes, payable in successive months, but returned them when due and had the property seized under the judgment to be sold.

The Supreme Court upheld the company's right to do this, on the ground that taking the notes did not discharge the original indebtedness, but merely extended the time for payment. When the notes were dishonored, the company was placed again in the position it held when the notes were given.

Liability to Broker

A cleaner gave a broker verbal permission to seek a purchaser for his business, agreeing to pay a commission for selling at a net price of \$6,000 either in "cash or terms." The broker produced a prospect willing to pay \$5,000 and the cleaner accepted, asking, however, that signing of the papers be delayed. He agreed to pay the broker \$500, but two days later sold the business to another person on the same terms. Was the cleaner liable to the broker for \$500?

Yes, decided the Municipal Court of Appeals for the District of Columbia. (Shaffer v. Berger, 81 Atl. 2d 469.)

The court said that, under the laws of the District of Columbia, written listing of the property and production of a buyer willing to pay \$6,000 were not essential to the broker's right to a commission. This was especially true since the cleaner sold to the third party on essentially the same terms as were offered by the prospect produced by the broker after the cleaner had approved these terms.



Like tying a string
around her finger...

LINCOLN GARMENT DELIVERY BAGS

Keep your name and services always in your
customer's mind with Lincoln Garment Delivery Bags.
They're attention-getting, colorful, striking . . .
available in a wide range of individually styled selections
designed to do a constant selling job for you
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See your favorite jobber . . . or write
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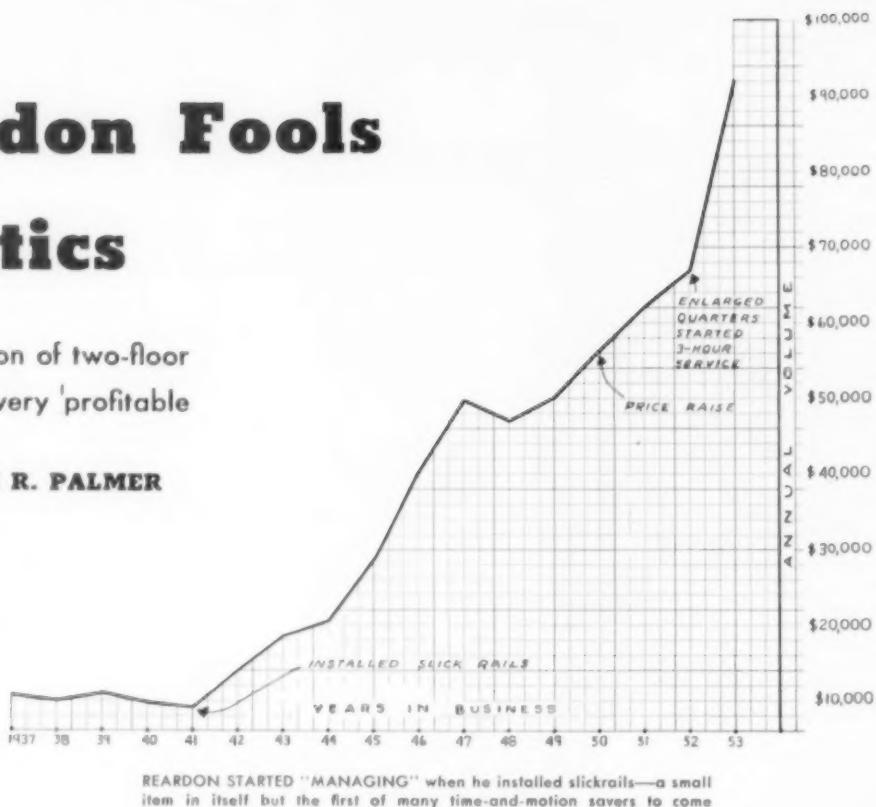
Lincoln Bag Company, Inc.
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CHICAGO 39, ILLINOIS

Reardon Fools Skeptics

Shows operation of two-floor plant can be very 'profitable'

by WILLIAM R. PALMER



REARDON STARTED "MANAGING" when he installed slickrails—a small item in itself but the first of many time-and-motion savers to come

WE REPORTED in December 1951 on a plant and store operating wholly in a basement, with a very low total payroll and a very high management return. Late in 1952 the plantowner took over the store above his basement. Skeptics chorused, "Now he'll find out! No more low rent! Two-story operation! Bigger volume, harder to control! His days of prosperity are numbered!"

Giving John J. Reardon a little over a year to shake down in his new set-up at the Reliable Dry Cleaners in Harrisburg, Pennsylvania, we dropped in to see for ourselves.

John's volume is up, as predicted—50 percent. But contrary to prediction, his *percentages* of total payroll and management return are almost the same as before!

The rest of this report attempts to show you why.

Several "one-hour" cleaners have moved into the area in the past couple of years. They haven't hurt John any but he felt he couldn't afford to ignore them. Up until his expansion he gave two-day service, with six-hour service available at 25 cents extra.

Mr. Reardon didn't want to attempt to match his competitors' 60-minute service, for his customers

might suspect such speed meant a sacrifice in quality. So he settled on "three-hour service" as satisfying the needs of people who wanted something back "this morning" or "this afternoon," while leaving a long enough span of time to justify careful workmanship.

Of course, if a customer is really in

a jam, a garment is often rushed through in less than an hour.

While advertising his new three-hour service, Mr. Reardon finds most of the urgent cleaning still falls in the one-day category. Reliable Dry Cleaners actually has three speeds to its service: *three-hour*, represented by a red tag; *special* (anything up to two days), marked with an orange tag, and *regular*, indicated by day tags of colors varying according to the day of the week. Mr. Reardon finds that when customers are promised garments at a specific time (not necessarily in three hours), they generally pick them up on time. This is in contrast to many cleaners' experience of having customers demand fast service and call for the work two weeks later.

This extreme flexibility of service appears to have leveled out the volume in a given week. Reliable Dry Cleaners now takes in just as much work on the last three days of the week as it does on Monday, Tuesday and Wednesday. By the time the bulk of the regular work from the early days has begun to thin out, the hurry-up work for the weekend begins to come in.

The controls expediting these three services are the secret of John Reardon's operating on two floors just as



NEW STORE is 12 feet wide, half the width of the plant in the basement. Stairs down are entrance to original plant

Quality controlled to
less than 1/100 of a
percent.

Stauffer's trade mark
is a symbol of many
years of supplying in-
dustrial chemicals.

A fine dry cleaning
solvent particularly
suited for the
finest clothes.

Stabilized for all
dry cleaning
processes.

Supplied in every
consuming center
coast to coast.

Sparkling, fresh
cleaning solvent
from a brand new
plant.

Stauffer Chemical Company

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636 California Street, San Francisco 8, California • P.O. Box 7222, Houston 8, Texas
Apopka, Florida • North Portland, Oregon • Weslaco, Texas



OPEN TRAP DOOR in marking counter is one of pair over chutes to basement—one for rush work, other regulars. Two-pocket box over "think" separates invoices. Day-tag supplies in divided trough at left

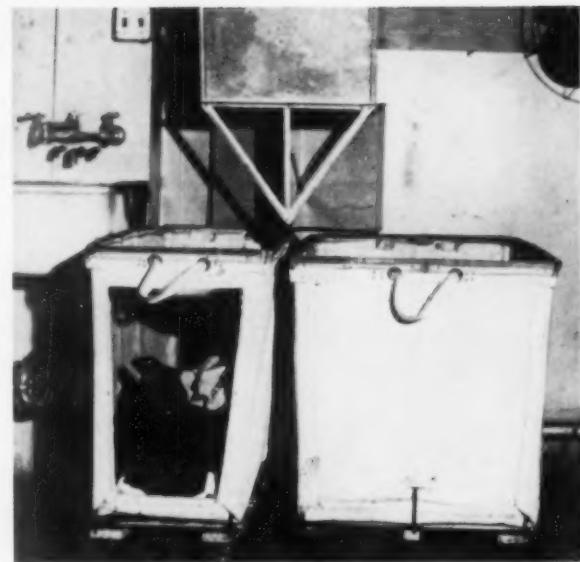


PLATE-GLASS WINDOW in "rush" basket saves the drycleaner the time and trouble of walking to see if there are more specials each time he starts a new load

efficiently as on one. All specials, both the three-hour and the one-day, are scheduled by half-hours. The hour promised, in addition to the day, is marked on the invoice and on the marking tag. If promised on the half-hour the figure ends in "2". That is, 11:30 appears as "112" in the lower right corner of the tag. In the case of 1:30, the only number subject to confusion, it is written $\frac{1}{2}$.

As shown in the pictures the specials (and three-hour work) go to the basement by a separate chute from the regulars, dropping into their own hamper. These two types of specials account for 40 percent of the total volume.

This small specials hamper has a plate-glass window at one end. Thus the drycleaner, each time he prepares another load for one of the cleaning units, can glance over to see if there are more quick-service orders to be included. It saves him a round trip of 25 to 30 steps to peer over the top of the hamper.

To make this window the end of the hamper was cut out. A sheet of 3/16-inch plate glass (which is quite rugged) was drilled with holes on 1 1/2-inch centers around all four edges. It was then "stitched" to the hamper with a good grade of copper wire through the holes. The glass is large enough to fit between the body canvas and the reinforcing strips on the corners. Thus the wire passes through canvas on both sides of the glass and there are no edges exposed.

When the loads are hung as they



TIME DUE OUT is written in lower right corner of day tag. Letter is day due out (Wednesday). First number is invoice number (1872), and "2" is number of pieces

come from the cleaning units (no hampers are used after cleaning) the specials are hung separately. These are spotted immediately, then taken to the finishers, bypassing all regular work on the feed lines. Here they are sorted on a special rack according to time due out. There are dividers on the rack for every hour of the business day. Thus the finishers are working always on the garments due out earliest.

Finished work is carried to the store floor by elevator. Even here the specials are kept apart from the regulars. The elevator is marked "or" on one side for orange, meaning specials (three-hour work also goes here), and "reg" for regular on the other side. The girl unloading the elevator puts the regulars on the rail leading to the checker's station. She reloads the elevator with finished work for the driver's rack and with press-only's. Then she picks off the specials, dispatches the elevator back down to the basement, and carries the specials to the front of the checker's feed rail. Immediately she starts to process

them, or sees that someone else does so.

To ensure immediate action when the elevator reaches the store level, a chime sounds. It keeps on sounding until the elevator is unloaded, reloaded, and sent down again. The chime is pleasantly musical—but persistent. Thus, if a girl is interrupted to assist at the counter in front, the persistence of the chime calls her back to the elevator as soon as possible.

The only time the chime is cut off is when the phone is in use. The chime is in the checker's station just above the phone. There is also a switch handy to flick it off and on again.

A "Rube Goldberg" that effectively keeps specials moving consists of two sets of matched lights. One is at the checker's stand; the other is in the basement, in full view of all the production employees. Mr. Reardon learned, back when he installed his first slickrails, that anything done to eliminate hunting, walking, calling back and forth, stalling or indecision saves a drycleaner more money than any other type of management. Thanks to his matched lights whole days actually pass without an employee either going downstairs or coming upstairs to hunt out a straggler.

At the back of the checker's table is a double row of metal pockets holding invoices according to the hour their orders are due out. Invoices due "on the hour" are in the front row,



"Ready in an hour?
Now—that's service!"

Today you *need* a Martin Cleaning Unit to meet the demand for quick service plus quality! Compact, space-saving and fully automatic, the Martin perchlor-ethylene unit thoroughly cleans, extracts and deodorizes —fast. You can promise—and give—1-hour service.

Martin

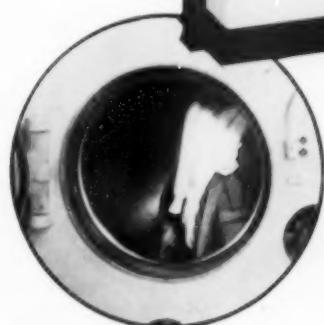
Cleaning Units—for 50 to 120 lbs. per Hour.

Time-saving features of Martin Perchlor-ethylene Units include deep-drop action in open-pocket reversing cylinder to speed up cleaning, drying and reclaiming. Open-end loading and unloading save operator's time. With *no cylinder partitions*, you have no divided loads to weigh—with *reversing cylinder*, no tangled clothes to separate. The money-making Martin Units require no special foundation or bolting.

It will surely pay you to write for information, or to call your "Martinizing" Dealer. Go after that quick-profit business in *your* community!



U. L. Approved



Martin

EQUIPMENT COMPANY

Division of
The American Laundry Machinery Company
Cincinnati 12, Ohio

while the back row holds those due on the half-hour.

Above each pair of pockets is a small light and a switch, with the lights numbered to correspond with the due-out time on the pockets. Down in the basement the row of larger lights with white shades is likewise numbered. The last numbered light is for five o'clock. After that is a single blue bulb, then finally another white light, with no number. This last light signifies the half-hours.

Suppose the checker has invoices in the slots for 10:00, 10:30 and 11:00. She has the "10" light on. Then the last 10 o'clock invoice is pinned to its order, and she turns on the half-hour light (leaving the 10 light still on). Now both cleaner and finishers know that all the 10 o'clock stuff has cleared.

When the 10:30 orders have cleared, the checker switches off both lights and switches on the "11". This continues throughout the day until all the timed work is out. Then she turns on the blue light, meaning no more specials are due out. As for the workers below, they keep one eye on the lights and the other on dividers on their specials racks. The minute a garment goes into a divider that's nearing the deadline it gets prompt action.

The plant is usually well ahead, even on its three-hour work. Therefore, if the lights suddenly show something due for 11:00, long after the "elevens" were cleared, it can mean only one thing. There's a one-hour rush job coming through; keep your eye out for it!

Besides bringing orders out on time, the controls cut losses. The only item misplaced in 1953 was one black shirt!

A "Custom De Luxe Service" is used as a safety valve. It is not promoted in any way. There is an extra 25-cent charge, and it is identified by a blue tag imprinted in Old English letters. These blue tags are reserved for the chronic fussbudgets, as well as for the kind of people who just aren't living if they don't pay more than their neighbors.

These worthies get some of their satisfaction out of seeing the blue tags hanging from the cross strut of the hanger. All tags are removed from garments and pinned to these struts. Mr. Reardon prefers this location because he feels a wrinkled tag on the neck of a hanger does nothing for the appearance of a well-finished garment.

Invoices Made Easy

Reliable uses a "check-off" type of invoice with serial numbers pre-printed. Customer's name, number of pieces and prices are all that is written in (unless there are special colors or special instructions). Standard colors, the day of the week and time of day are all preprinted on the invoice. All the counter girl does is encircle the information that applies.

One major change Mr. Reardon is making right now on his invoice is to move abbreviations for days and for hours, as well as a line containing "call, del, paid, chg., e.o.d." These have all been at the top of their re-

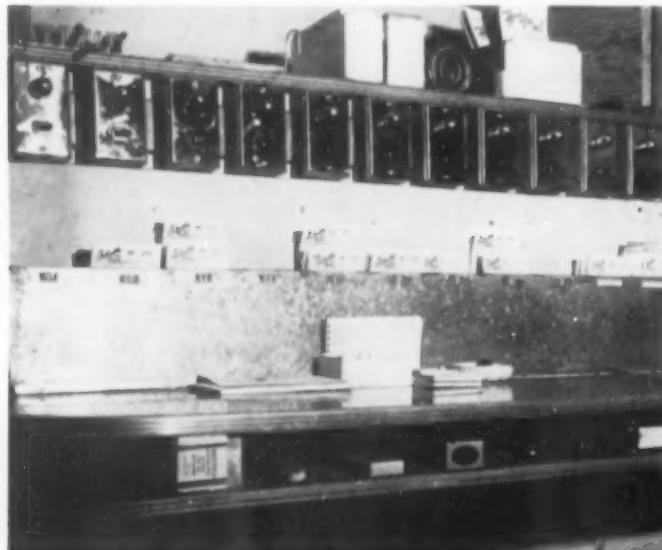
spective squares with the result that hasty check marks sometimes overlap two squares. He now is having the characters moved to the center of each square, where they can be encircled.

Every checker uses a different colored pencil, so that errors can be traced to their source without difficulty.

A separate receipt is handed customers, on which the invoice number is noted by the store girl. Reliable's customers have been well trained to remember their receipts. If someone forgets a receipt and insists on getting an order, the attendant will move him over to a spot from which he can look down the 30-foot rack of bagged orders. She asks if he wants to wait the couple of hours it would take her to hunt down the rack. A very good mirror happens to be on the wall at the other end of the rack, and to any but the closest scrutiny the call rack looks a mile long!

Buttons and ornaments are removed only if unserviceable. Mr. Reardon feels a three-pocket machine, plus netting when necessary, is ample protection against breakage. The customer receives these accessories in an envelope which states, in effect, that most people prefer to sew their own buttons, etc., but that Reliable will be glad to do it for them, charging only for the time involved. The plant does *very* little sewing.

Mr. Reardon insists on hiring attractive girls for the counter, as well as for marking, checking, assembly and bagging, since all counter girls



Left: SLOTS AND LIGHTS for each hour, rear slots for half hours. End light at right indicates half hours. Light next to end tells if all specials are cleared and regular work is in process. Right: NUMBERED LIGHTS in basement correspond to checker's lights. Drycleaner and finishers know exactly how they stand at any time of day. Blue bulb shows when specials are complete. Note acoustical tile on ceiling, used throughout plant.



EATON'S

with
FLUORESCENT
BRIGHT-WHITE
DYE ADDED

★ **Extra Whiteness** — KWICK BLEACH contains fluorescent blue-white dyestuff. Gives goods that "whiter-than-white" look.

★ **Safety** — KWICK BLEACH can be used on all fabrics safely. Does not contribute to shrinking or felting of wool.

★ **Easy to Use** — KWICK BLEACH can be used in hard or soft water at room temperatures.

★ **Economical** — KWICK BLEACH saves both time and labor. Cuts wool bleaching time from 120 minutes to 8 minutes.

KWICK BLEACH combines fast, safe, all-fabric bleaching action with the new fluorescent type blue-white dye. Bleaches all fabrics safely in from 5 to 8 minutes. The added use of fluorescent blue-white dye gives bleached work the "whiter-than-white" appearance comparable with blued laundry work.

KWICK BLEACH is used after goods have been thoroughly washed with either neutral soap or synthetic detergent. Complete rinsing is essential but neutralizing with acid is not advisable.

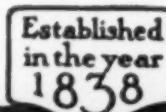
KWICK BLEACH fills a long-felt need in the dry cleaning trade.

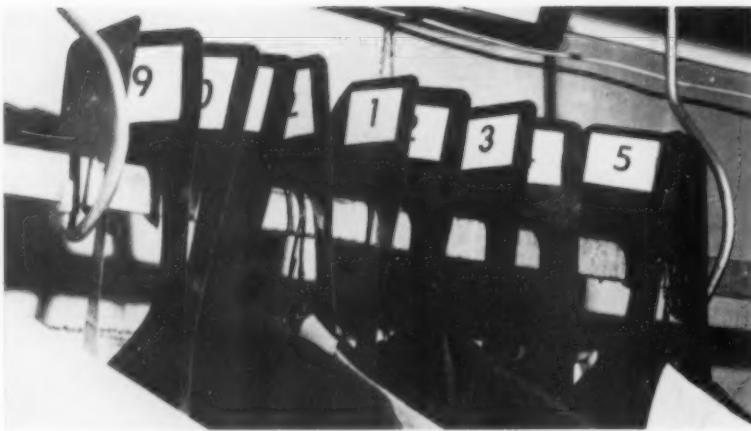
ORDER FROM YOUR DISTRIBUTOR

WHY EXPERIMENT—USE EATON PRODUCTS

EATON CHEMICAL AND DYESTUFF COMPANY

3000 GRAND AVENUE, DETROIT 2, MICHIGAN





SPECIALS WAITING to be finished are sorted by the hours they're due out

share these duties. He regards as normal the turnover caused by their high rate of marriage and motherhood. Therefore his entire plant is deliberately geared to operating with new store personnel.

There are printed instructions for every task the counter girls have to perform. Even the elevator has a card posted telling: how to run it; when to run it; where to leave it when through (downstairs); which clothes to remove first and what to do with them, and finally, what to send back down in the elevator.

These instructions are never permitted to become outdated, obscure or smudged. They are shown to a new girl when she is first instructed in each task. After several reviews she's on her own, but she has these instructions to fall back on when in doubt. She never has to guess, rarely needs to interrupt one of the other girls, is never at a loss for what to do. New girls reach efficient production in a very few days.

For the same reason, Mr. Reardon makes a fetish of "a place for everything, and everything in its place."



ON THE ELEVATOR also the work is kept separate. "OR" is for orange (specials), "REG" for regular

A necessity for good housekeeping in a small plant (or any plant), it is vital for a plant geared to operate with new girls.

Supplies are distributed all over



PLACE FOR EVERYTHING! Two file drawers were removed for sealing-tape dispenser, Scotch tape, twine. Note "fitted" metal wastebasket at right, slot of plywood for paper bags next to hamper



WITHIN INCHES of where they are needed are the invoice stapler, cuff stapler and order binders. A table "within reach" isn't close enough at Reliable



whether you use

1 or 100

HUEBSCH **OPEN-END TUMBLERS**

- All over America, more than 80,000 Huebsch Tumblers are doing a real job for laundries and dry cleaners. You see them everywhere in single units . . . or in batteries of as many as 100 !

Why the big demand for Huebsch Tumblers? Because Huebsch Tumblers cost *less* and are *less expensive* to maintain. You don't get unnecessary gadgets, expensive chrome plating or dirt-catching envelopes. You pay only for performance—and Huebsch gives you *lots* of it! *Faster* drying at *lower* cost—and *that's* what you want! Sizes for every need—in both steam and gas-heated models.

*dry faster . . .
more efficiently . . .
more economically*



From the inventor and world's largest manufacturer
of open-end tumblers . . . also makers of:

Huebsch Open-End Washers • Handkerchief Ironers and Fluffers • Pants Shapers • Automatic Valves • Feather Renovators
Double Sleeveers • Collar Shapers and Ironers • Garment Baggers • Cabinet and Garment Dryers • Washometers • Spring-type Filters

HUEBSCH MANUFACTURING COMPANY, 3775 N. Holton St., MILWAUKEE 1, WIS.

Division of THE AMERICAN LAUNDRY MACHINERY CO.

Background on Reliable Dry Cleaners

as reported in NATIONAL CLEANER & DYER,
December 1951

Located in the heart of downtown Harrisburg, Pennsylvania. A bad parking situation. Surrounded by competitors within a block in every direction.

Combined store and plant, in 1951, was in a basement containing 1,200 square feet. New store now just above the basement is about 600 square feet.

Reliable Dry Cleaners has *absolutely no sidelines*. Even free repairs are confined to seams and buttons that may have been loosened in cleaning. Repair work is referred to a nearby tailor.

Prices were raised September 1950: from 95 cents to \$1.25 for suits, plain dresses; from \$1.25 to \$1.50 for topcoats, ladies' coats and suits; from 50 cents to 75 cents for trousers, skirts, sweaters, blouses. This was the only price change in the plant's history. NRA prices were never cut when the Blue Eagle died.

Advertising, divided between newspapers and radio equally, costs 5 percent of sales. A syndicated personalized column is run regularly each week (with good response). Otherwise advertising is heaviest just before volume is expected to be heaviest.

Reliable never has had "sales, price specials or giveaways"; has never solicited business by telephone or door-to-door. It does no wholesale work. Only discount is 10 percent to apparel stores for cleaning shopworn stock.

The driver has no regular stops, picks up work requested by phone only, works four hours daily. Truck does not go beyond city limits. Route and store prices are the same. Route does 25 percent of volume, on a three-day service. In bad weather route volume increases by just about the amount that the counter volume drops!

Total payroll is slightly over 33 percent of sales. There were seven employees in 1951, are now eight and a half: three girls upstairs; two silk finishers (lot of handwork); one wool finisher; one cleaner-spottewetcleaner; one learner (helps cleaner mornings, wool finisher afternoons). In the spring another man downstairs and two more girls upstairs will carry through the peak volume.

All employees are on hourly rates, with a small bonus at year's end, and an additional week's pay after five years' employment. They get free hospitalization. The plant closes the first week in August (store remaining open) for a paid vacation. Coffee and cookies are provided at 10:00 a.m. and 3:00 p.m. Employees are entitled to one free cleaning weekly plus charge of 33 percent on additional personal garments cleaned.

Reliable Dry Cleaners has *no inspector*. Employees are responsible for their own work. Mr. Reardon handles complaints personally, takes them up with employee involved. There are *very few complaints*!

the plant: in file drawers under the counter; under the marking table; above the false ceiling extending over the counters; on shelves and in cabinets strung over the call racks; in a file cabinet by the elevator; in closets in the basement; in a storeroom; in the boiler room.

Under such dispersed circumstances, too many plants depend on the oldest employee's memory to locate supplies ("I dunno, ask Mabel"). At Reliable, every supply has been allotted a specific place. Every place has a number, in some cases a metal number tacked on. In a card file is a card for every supply used, showing where it should be. Thus the new girl needn't bother Mabel, whether she wants to hunt up some more staples or to store away the scotch tape that just came in.

Staff Kept Happy

Among production employees there is less turnover, because it's a nice place to work. Last summer when

the thermometer flirted with 100 in the shade for several weeks, the staff didn't want to leave the plant, lunchtime or evening. Even at the presses it never went above 90-95 degrees, and the rest of the plant was quite comfortable.

Reliable Dry Cleaners still has the 20-ton air-conditioning unit in the front of the basement. But the fans were removed from the back corners and a 5-ton cooling unit was set right in the middle of the finishing equipment. Upstairs in the store a 2-ton unit has proved adequate.

Mr. Reardon says the two newer units paid off last summer, when his staff worked full weeks right through the hot spell. Other plants in the city shut down for as much as half a day at a time.

Much of the installation and maintenance work in the plant and store is done by the employees when volume is off. These projects are planned in advance. Tools and materials are ready when the time comes. The

Reardon gang gives a little more finished job, while not skilled cabinet work by any means, than home talent usually provides.

For instance, the day-tag holder on the marking counter is homemade. It contains five wooden discs and a sheet of aluminum. Close inspection would show that the corners of the discs are rounded, the edges of the discs have been beveled, and the raw edge of the aluminum was turned under to give a safe blunt edge. Throughout the plant you'll see things designed for comfort, convenience, safety, efficiency, if not for show.

On the other hand, the customers' section of the store is as modern and striking, in good taste, as glass, chrome and plastic can make it. An electronic eye rings another chime at the checker's stand when the door opens. There is a telephone in front of the counter, with a placard "for customer's convenience." No number is marked on it, so toll calls can't be made on it. Otherwise there is no re-

*the newest
the finest*

CHARGED-SYSTEM DETERGENT

POWER-PAK

**Works in any charged system—1, 2, 3, or 4%—
dilute, regular, or super-charged!**

**Works with the equipment you now have—
no gadgets to buy, none to get out of order!**

If you would like to drastically reduce or even completely eliminate costly wet cleaning and much spotting *under your present charged system set-up*—Power-Pak is right for you! This newest development from Pennsalt can help you turn out far better work, with less trouble, and with a bare minimum of wet cleaning.

The key to this new product's ability is its exclusive Hydratroll action—in effect, its power to make moisture behave, to make it work *for* you, not against you.

You can use the right amount of moisture for each load—even adjusting for humidity conditions of the atmosphere or of the solvent if you wish. You just add a selected amount of a stock solution containing Pennsalt Energex and moisture.

Then, moisture *plus* solvent *plus* Power-Pak go to work to get garments as clean as you've ever seen them come from the washer! Colors gleam, whites sparkle. Cotton parts in suits look like they'd been washed in soap and water. Yet, silks don't take on that dull washed-out appearance.

Power-Pak rinses fast, offers trouble-free distillation and filtering, can be used in dilute or super-charged systems. Best of all, Power-Pak will work with the equipment *you now have*. Nothing extra to buy! No fancy gadgets to get out of order.

Free Technical Service

There is no charge for installing Power-Pak. Experienced Pennsalt technicians, trained to analyze *your* special needs and problems, will help set up your plant to get the very most out of this advanced detergent. A free, easy-to-use test kit is provided with all installations.

We honestly believe Power-Pak is the finest charged-system detergent ever offered to the dry-cleaning industry. Once you use it, we know you will think so, too. Contact your Pennsalt distributor today for further information. Laundry & Dry Cleaning Dept., Pennsylvania Salt Mfg. Co., 590 Widener Bldg., Phila. 7, Pa.

POWER-PAK is a trade mark of PSM Co.



striction in its use. Reliable Dry Cleaners' store has no chairs or ashtray stands. John Reardon believes a crowd sitting in a store drives business to a more efficient store. His customers don't have to wait—their orders are always ready on time.

Time and Work Savers

There are many little gadgets and practices that save steps and time. In one case, the driver calls into the plant twice a day, once while on the "Hill," again while "uptown." The time of the call-ins varies half an hour or more, depending on how the

driver makes out that day. There had been a serious problem at call-in time of whether a customer could still get a pickup that day. The girl at the phone had to ask all other girls if the driver had called in yet.

Now, when the driver calls in from the Hill, a red board or "stopper" goes on the peg holding all pickup slips filled out up to that time. This means he won't be able to make any more pickups on the Hill. When he calls from uptown, a white stopper goes on the peg, and no more pickups can be scheduled for that day. Now, when the customers phone at call-in

time, these stoppers tell the story.

Another timesaver is the "yehudi" light installed in the drying cabinet. This lights when the door opens, goes out when it closes. The drycleaner can pick out dry garments without removing for inspection every garment in the cabinet.

There are wastebaskets at every work station in the plant, as well as at the kitchen and the lockers.

To avoid rolling drums of wet-cleaning soap down the stairs and through the plant, an empty drum was installed as a reservoir under the front basement window. When a new drum is delivered it is left on the sidewalk, while the contents drain by hose to the reservoir. The top of the reservoir is tapped for compressed air. From the bottom of it a 3/16-inch copper line follows the wall back to the wetcleaning department. The valve in the compressed-air line is at the wetcleaning table.

By each of the two synthetic cleaning units are wooden boxes for filter powder. Each holds very little over 100 pounds of powder. When a box is empty, it is time to clean the filter to which the box belongs. There is no need to keep records on the filters to determine clean-out times.

Because of the close fit of much of his equipment, Mr. Reardon not only used graph paper with little templates cut to scale in planning his layout; he went one step further, by cutting full-size templates out of wrapping paper. These he laid on the floor and juggled until he was fully satisfied there was room for everything without sacrificing aisle space.

"Thinking" Pays Off

He never learned how to run a plant, John Reardon likes to say, until he put his slickrails in. That doesn't mean he feels slickrails guarantee a profit. It was his first move in devising ways and means of saving steps and waste motions. How he succeeded is shown by the fact that at one time he employed twice as many people to turn out one-third as much volume as he now handles.

The marking-counter illustration has the word "think" showing prominently. We see that little one-word slogan everywhere in all kinds of businesses. Sometimes it doesn't seem to be very effective. John thinks businessmen are too often running so fast they don't give themselves time to think. That's why the slickrails are so important to him, representing the first time he stopped trying to cram 24 hours of physical labor into 18 hours, and did some thinking.

Look at him now! # #

WE DON'T PROMISE
Profits by the wheelbarrow-load!



But

PRE-MARKED STRIP-TAGS

will multiply your profits
by cutting marking and checking costs to **50%**

Say "Goodbye" to

- Transposed Numbers
- Ink-stains – Damage
- Garment Loss Claims
- Illegible Numbers ● Eye-strain
- Messy Pads and Machines

10 Bright Colors!
Lot (unit) numbers **1 to 40** in ea. color.

400 COLOR-NUMBER COMBINATIONS
\$3.50 Box (colors) ★ \$3.30 Box (white)

6 Tags to the strip - 1,000 Strips to the Box, numbered 001 to 1,000

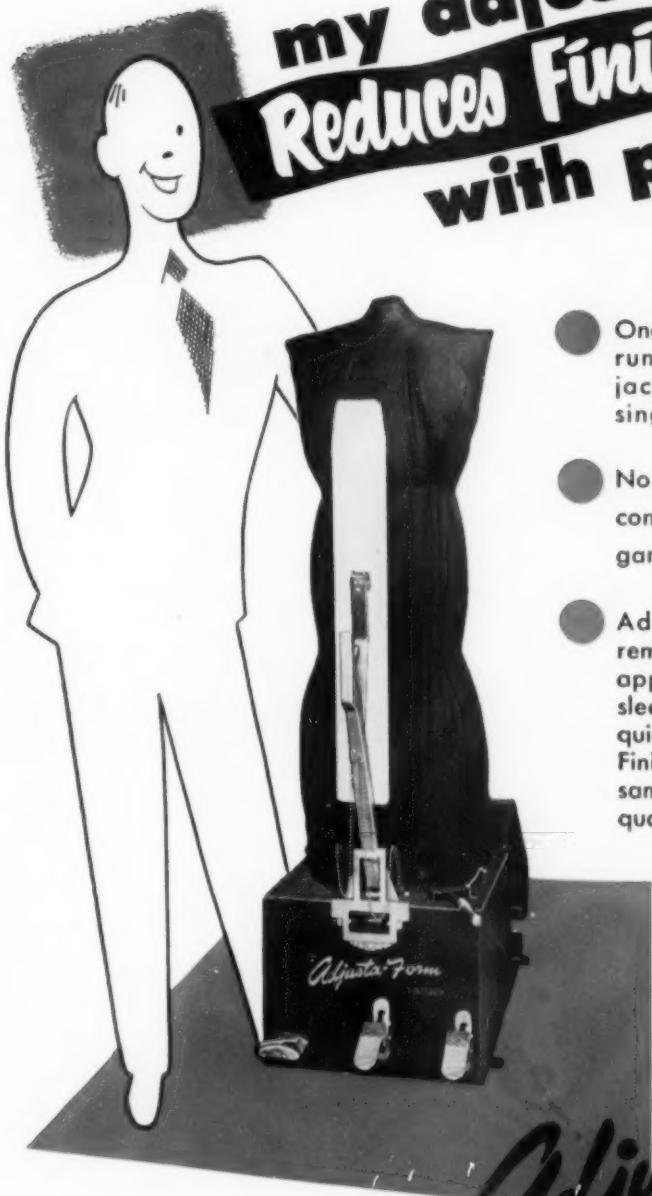
ALSO- don't forget TOKEN TAGS FOR SPECIAL-INSTRUCTIONS

6-VIVID COLORS, one for each Department ★ **20-Separate Instructions**
Let TOKEN TAGS do it right - the first time!

For best results, use both tags together!

Consult your Distributor.....or write to:

PRE-MARKED STRIP TAG CO. 3232 India, San Diego, Calif...P. O. Box 2430



my adjusta-form Reduces Finishing Costs with production

- One operator handles a mixed run of suit coats, dresses, short jackets and overcoats on this single machine.
- No delay in changing forms. All controls are accessible after the garment is placed on the form.
- Adjusta-Form restores shape, removes wrinkles, gives a soft, new appearance and finishes rolled sleeves. New or old employees quickly become skilled operators. Finishing is simplified, while at the same time greater production and quality is attained.

Adjusta-Form

Meet those rising costs in the dry cleaning industry with more production and more profits. It's the Adjusta-Form for production.

See your jobber for a convincing demonstration.

ENGINEERED AND MANUFACTURED BY

WICHITA PRECISION TOOL CO., INC.

450-E NORTH SENECA

WICHITA, KANSAS

N.I.D. NEWS



Conference for Associates: The National Institute of Drycleaning graduated 24 men from the third educational conference for associate members, held April 26 to 30. The Institute's staff of instructors discussed a wide range of drycleaners' problems, and the class took part in practical instruction in drycleaning, spotting, wetcleaning, finishing.

The fourth educational conference for associate members is scheduled for December 5 to 10, 1954.

The graduates, in the photo above, left to right, were: front row, Ralph A. Davis, Jr., F. H. Ross & Company; Arthur M. Saltz, National Cleaners Chemical Manufacturing Company; Israel Greenberg, Excelsior Machinery Company; Jules Bluestone and R. M. Clare, American Cleaners Equipment Company; Mack B. Puckett, F. H. Emery Industries.

Ross & Company; Oliver J. Bolduc, Jr., Keystone Aniline and Chemical Co.; Robert B. Norment, Columbia Appliance Corporation. Second row: R. O. Clerk; Irving Rich and Milton Strauss, Excelsior Machinery Company; Charles Cormany, Columbia-Southern Corporation; Lewis E. Sheffenacker, Gross Machinery Company; George A. Horneff, Jensen Manufacturing Company; Robert C. Avery and Edward C. Martin, Emery Industries. Third row: James F. Warren, F. H. Ross & Company; William J. Hickey, Wallerstein Company; Arthur Jones, J. Levin Sons; Stanley D. Minster, Belenky Woolen Company; John J. Kachurak, Jensen Manufacturing Company; William B. Caplan, Excelsior Machinery Company; William E. Henry and Donald W. Ryan, Emery Industries.



Management Course Graduates: The twenty-eighth class to complete the management course at the National Institute of Drycleaning was graduated April 23. The 13 members represented 10 states as well as Alaska and Guam.

Completing the four-week course were, left to right, front row: Francis J. McGowan, Jr., Tamuning, Guam; Ray Kuratomi, New York; C. G. Pierce, instructor in business administration; Don Wait, Sioux Falls, S. D.; Chester Sands, Owatonna, Minn. Second row: L. J. Letterle, Pittsburgh;

Phil A. Myers, Ashland, Ohio; Dean G. Cable, Criswold, Iowa; L. N. Polk, Memphis, Tenn.; Nelson F. Moll, Toledo, Ohio. Back row: James B. Dalgliesh, supervisor of management course instruction and lecturer on supervisory techniques; Russell E. Nelson, Weymouth, Mass.; Don Shouse, Anchorage, Alaska; T. L. Britton, San Leandro, Calif.; Leland W. Horner, Loup City, Neb.; William L. Browne, instructor in effective presentation. Don Peters, who conducted the course in production management, is not shown in the picture.

Correspondence School: The National Institute of Drycleaning has announced the establishment of a correspondence school. A detailed course in spotting will lead off the series of home study courses that will cover all drycleaning processes. It will be available by July 1.

The spotting course will cover: fiber properties; fabric construction and design, tools and equipment in spotting department; spotting techniques on fabrics requiring special attention; chemicals and formulas used on the spotting board; bleaches; identification of stains; removal of spots and stains, and special problems.

Students will receive practical training. They will work on swatches of fabrics and will return them to NID for their instructor's criticism. The course will also include discussions on garments damaged in the plant or in the owner's possession, how to identify the cause of damage and, if possible, how to correct it.

#

NID Publications: Two new leaflets, Nos. 40 and 41, have been added to the Facts About Fabrics series prepared by Dr. Dorothy Siegert Lyle of NID's consumer education division. "Stamp of Approval" is the title of No. 40, which deals with embossed designs, and No. 41 is titled "Do You Take Chances With Your Pigment Prints?"

Technical bulletin T-342 deals with orlon-dynel pile coats. This pile fabric, which looks like a sheared beaver or fine mouton, is subject to tufting and matting, especially at points of wear. Extensive NID tests have produced no satisfactory way of restoring the original furlike appearance of the fabric, and drycleaners are cautioned against steaming and brushing it.

Employee records are stressed as an important part of personnel management in two supervisory techniques bulletins prepared by James B. Dalgliesh of the Institute's industry relations department. Bulletin S-18 takes up the application form as a permanent record of personnel information and suggests what data it is important to obtain on this form.

Bulletin S-19 describes how a rating-scale form can be used to promote morale and productivity as well as to check on employee progress.

Ask your jobber for

New Free-Flowing

FILT-R-FAST®

for low pressure and clean solvent

All filter powders are not alike.

Filt-R-Fast is three-ways better because it's

1. **KILN-FLUXED WITH SODA ASH** for surface slickness, speedy flow-rate at any soap concentration.
2. **CYCLONE CLEANED** for uniform particle-size with a minimum of "fines" which means less filter plugging, lower pressure, longer useful life.
3. **SNOW-WHITE AND SPONGY** which means clean solvent and low soap loss . . . with batch or charged-system.

Next time, tell your jobber's salesman you want to try economical FILT-R-FAST . . . the super-speed filter powder guaranteed by the makers of MAGNESOL®.



YOU'LL NEED MAGNESOL TOO

Keep separate-rinse solvent sweet and clear. Use regularly as soap makers recommend.



Magnesol adsorbs the Fatty Acid brought in by the clothes in any charge or batch system. Use a little with every load.

Magnesol purges the goo and muck from any system. Give your plant a thorough purging every once in a while . . . to stop trouble before it starts.

*MAGNESOL is the registered trade mark of Food Machinery and Chemical Corporation for its brand of magnesium silicate adsorptive powder.

®Trade Mark



WESTVACO CHEMICAL DIVISION
SALES AGENT FOR
WESTVACO CHLOR-ALKALI DIVISION
FOOD MACHINERY AND CHEMICAL CORPORATION

GENERAL OFFICES • 161 EAST 42nd STREET, NEW YORK 17

CHARLOTTE, N.C. • CHICAGO, ILL. • CINCINNATI, OHIO • DENVER, COLOR. • LOS ANGELES, CALIF. • NEWARK, CALIF. • PHILADELPHIA, PA. • PITTSBURGH, PA. • ST. LOUIS, MO. • VANCOUVER, WASH.



Reg. U.S. Pat. Off.

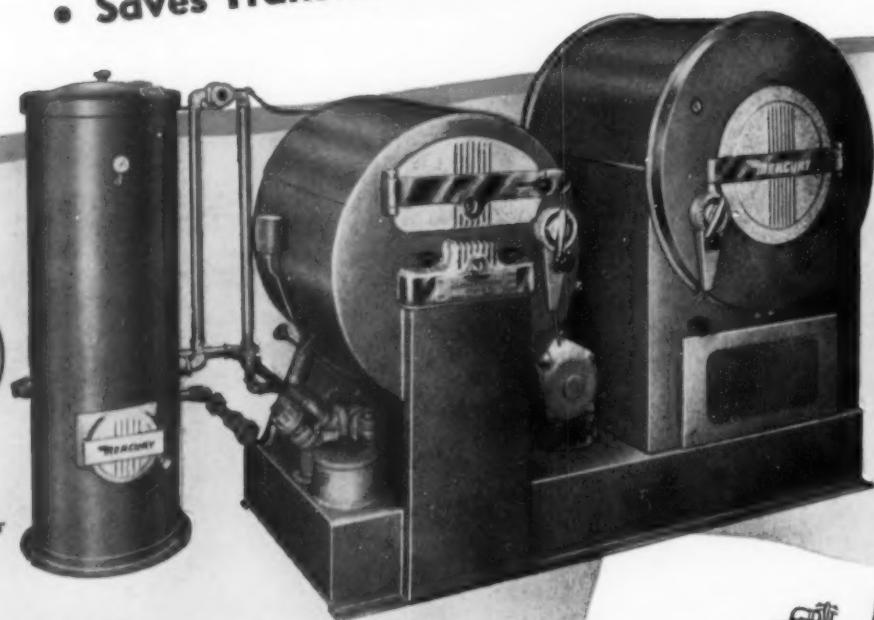
A COMPLETE DRYCLEANING PLANT

COMBINATION WASH-EXTRACT

- Ideal for TWO-BATH Method
- Saves Transfer of Fabrics

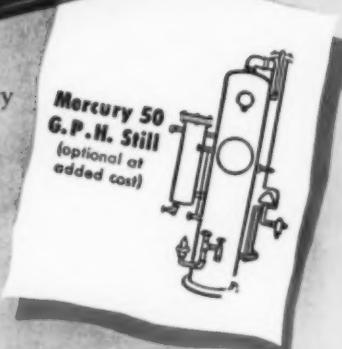


RATE CAPACITY
54-72 lbs. per hour



THE MODERN PETROLEUM UNIT: includes 36-pound dry weight combination washer-extractor, 36" x 30" tumbler, eight plate 1250 GPH filter (with back-wash), storage tank, piping and pump. Investigate the Mercury—ask any of its 4000 Successful Owners in U. S. A.

1. U/L approved for your protection
2. Designed for \$1000.00 weekly volume
3. Uses 140° F. or Stoddard solvent
4. Precision-built for long life
5. Economical to operate
6. Produces highest quality cleaning
7. 800 R.P.M. extraction, saves solvent
8. Requires small floor space
9. Experienced help not needed to operate
10. No other tanks, or piping, required



ALSO AVAILABLE
IN LARGER
48-LB. SIZE
RATE CAPACITY
72-96 lbs. per hour



MERCURY
CLEANING
SYSTEMS, INC.

1817 BENSON AVE.

EVANSTON, ILLINOIS

TELEPHONE DAVIS 8-0710

ASSOCIATION NOTES

Kentuckians Sponsor School: Wilbur Fields, managing director of Cleaners Institute of Louisville, Ky., has announced plans for a drycleaning and spotting school to be held on June 18, 19 and 20 in cooperation with the Kentucky State Laundry and Cleaners Association.

Drycleaners and their employees from Kentucky and southern Indiana will receive practical training in spot-removal techniques and the latest methods of drycleaning from a team of instructors from the National Institute of Drycleaning. At latest report a limited number of openings were available.

#

Canadian Allied Trades Group: The first meeting of the newly organized Canadian Cleaners and Launderers Allied Trades Association was held in Toronto, Ont., on April 3. Twelve companies selling machinery and supplies sent representatives. D'Arcy McConvey, Dalex Co. Ltd., was elected president. The vice-president is Jack Shutt of Pioneer Chemicals Ltd., and Howard Oster, manager of the Toronto office of Eaton Chemical and Dyestuff Company, is honorary secretary-treasurer. Joining the officers on the board of directors are Russell Grant, Delta Chemical Company, Brantford, Ont., and Giles McKague of McKague Chemical Co. Ltd. Three more directors are to be named.

#

Chattanoogans Buy Bumper Tags: The Chattanooga (Tenn.) Dry Cleaners Association has purchased 100 bumper tags carrying the slogan "Your Cleaner Is Your Clothes' Best Friend" from Maryland Dry Cleaners Guild, Inc. The plates will be used as part of an over-all publicity and public relations program sponsored by the Chattanooga Association.

#

Cleaner's Caravan: Iowa State Cleaners Association is sponsoring a "Cleaner's Caravan" from June 19 through June 27. The caravan will visit Davenport, Cedar Rapids, Ottumwa, Waterloo, Mason City, Fort Dodge, Spencer, Sioux City and Des Moines. Larry and Laura Porterfield will demonstrate wool and silk finish-

ing and Clarence Pierce will discuss the charged system.

#

Local Elections: Its first birthday was recently celebrated by Northeast Colorado Dry Cleaners Association. Members elected Clark Lewien, Yuma, president, and Mrs. Elizabeth Oswald, Sterling, secretary. William Whittier

of Yuma is the group's retiring president.

The following officers have been elected by the Central Nebraska Cleaners Association: Russ Smith, York, president; Keith Nichols, Fullerton, vice-president; Earl L. McPeek, Harvard, secretary-treasurer. The group also elected the following directors: G. Buster, Red Cloud; Les

Portia Loses
Poor Shylock's case
was in the fire.
When Portia roused
the judge's ire,
But all the blood
was cleaned in time
When they applied
PABST'S good EXZYME.

EXZYME

TRY IT - TODAY!
SAVE TIME, SAVE MONEY!
Sold by most
good jobbers everywhere.
Write for free sample
and information.

PABST BREWING COMPANY
Industrial Products Division
221 N. La Salle St., Chicago, Ill.

the world's finest spot remover

Grabill, Hastings; Lloyd Townsend, Grand Island; Bob Meyers, Blue Hill; M. Kneifel, Seward; Eddie Schreiner, Kearney; Keith Nichols, Fullerton; Spot Gerlock, Broken Bow; Robert E. Cason, McCook; Robert Harse, Hastings.

Election of officers, finances, legislation and business promotion were discussed at the annual New York State Neighborhood Cleaners Associations meeting on March 28 in Albany. Samuel Silverman, Schenectady, was chosen president and Louis Gelman of Brooklyn is vice-president. Henry Tamburo, Auburn, and Frank Soltys, Ithaca, are secretary and treasurer, respectively.

#

Local Meetings: The Pittsburgh sectional meeting of the Pennsylvania Association of Cleaners and Dyers was held recently at the William Penn Hotel. John Parsley, research fellow of the Philadelphia Textile Institute, gave an illustrated lecture on new fibers, fabrics and finishing. Silk finishing was discussed by Sherwood Rinn, Excelsior Machinery Co., and sales by P. C. McCutcheon, sales manager of Dow Chemical Co.

A talk on "Increasing Sales Volume" by Mr. McCutcheon was a high-

light of the March 31 meeting of the Nassau County (N. Y.) Neighborhood Cleaners Association, which was held in Hempstead, Long Island.

W. Clay Hardin, chief analyst of National Institute of Drycleaning's textile analysis laboratory, addressed an overflow crowd at the April 7 meeting of Maryland Drycleaners Guild, Inc., Baltimore.

The Lakeshore Division Meeting of the Dry Cleaners Institute (Ontario) was held in Oshawa on April 5. Jack Snitzer showed a set of slides and spoke on "Gadgets and Gimmicks."

A successful meeting of the Bay of Quinte Division, Drycleaners Institute (Ontario), was held recently in Belleville. J. J. Dillon of the parent association was the featured speaker. It was announced that the division has arranged for newspaper space to print a statement of responsibilities of the drycleaner, which will be signed by all the member firms.

#

Utah Management Conference: Utah State Cleaners Association is sponsoring a management conference to be conducted by the National Institute of Drycleaning in Salt Lake City on August 7 and 8.

The conference meetings will take

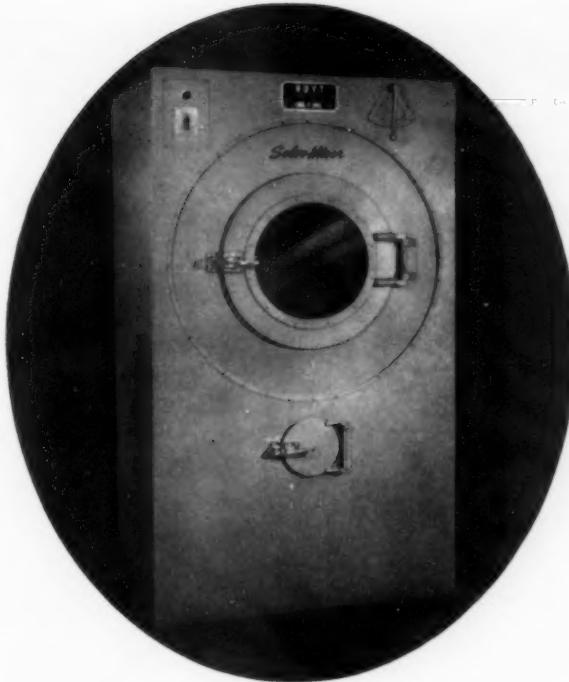
place in the air-conditioned Little Theater of Hotel Utah. A limited number of enrollments will be accepted; the fee is \$35. Inquiries about the conference should be directed to Helen Owen of Myers Cleaners & Dyers, 114 E. Third St., S., Salt Lake City, Utah.

#

Institutional Advertising: The Retail Dry Cleaners Association of Haverhill, Mass., is continuing its series of monthly institutional advertisements in a local newspaper. The dangers of drycleaning felt garments were stressed in a recent ad in the series, which attempts to build better understanding between the drycleaner and his customer.

#

Public Service: On April 5 the South Texas Cleaners and Dyers Association entertained the boys of Boysville at a chicken dinner. About 60 boys, the director of the home and his assistant were present. Seated at each table with the boys was a member of the association. Both the hosts and boys enjoyed the evening of fellowship as the Texans entertained this group for the third year.



Here's the Fastest Reclaimer on the Market

In response to your demand for a **Super Fast** Solvo-Miser to keep pace with today's high speed cleaning machines and those soon to come on the market, we are announcing a new series of Solvo-Misers to supplement our regular line.

These new Solvo-Misers save up to 50% on your reclaiming time, compared with standard Solvo-Misers whose reputation for speed and efficiency are well-known.

Yes, this new Solvo-Miser is **fast** . . . and it also has these other exclusive features: **The condenser coil is easily cleaned** — no need to remove it. **High solvent outlet** — permitting gravity flow back. **Lint trap**, previously unrivaled in speed, now even faster and more convenient to clean and change. **Plestone® finish**, exclusively designed, harmonizes with any color combination. **Automatic, electric time cycle system**. Entire base and condensing box of **stainless steel**.

Now, you can have a standard Solvo-Miser or a **Super Fast** Solvo-Miser to meet any charged system requirement. Wire, phone, or write today.

Attention Operators of Fast Charged Systems!



HOYT Solvo-Miser

HOYT MANUFACTURING CORPORATION • WESTPORT, MASSACHUSETTS

DON'T THROW AWAY YOUR MUCK! it's worth MONEY!

**Users Report
Savings of up to
\$20 PER FILTER
CLEAN-OUT**

It's a fact—there is approximately \$20 worth of solvent in every filter clean-out.

VIC WILL NOW SAVE THIS FOR YOU!

Users report up to $\frac{1}{3}$ increased mileage per drum of solvent, with Vic's NEW MODEL 65 MUCK SOLVENT RECLAIMER.

That's how this unit will pay for itself in less than 1 year, in solvent savings alone!

The Vic Muck Solvent Reclaimer is now available for all synthetic units.

Don't wait! Write at once for further information and prices.

Ask about our Self-Cleaning Filter.



IT'S FREE!

Our new booklet . . . "The Heart of any dry cleaning system is the FILTER." The information in this booklet will save you many dollars.

WRITE FOR IT TODAY!

VIC



VIC ECONO



VIC AUTO PER

Sales & Service in all Principal Cities
CLEANING MACHINE COMPANY
EXPERIENCED SINCE 1912

MINNEAPOLIS 3, MINN.



VIC ROCKET



VIC ROCKET JR.



VIC SOL VIC



VIC SPEC PER



VIC CENTURY

NATIONAL CLEANER & DYER

NO FRANCHISE FEE with REE-DRAPE

If FIRST In Your
Town REE-DRAPE Will
Get And Hold More Customers for You

A New Riverside DRY SIZING and FINISHING MATERIAL
Which Gives Garments a New Body, Feel and Finish

Designed to Please Your Customers

REE-DRAPE is liquid. Mixes easily with petroleum or synthetic cleaning solvent.

REE-DRAPE is removed in dry cleaning so does not build up with repeated application.

REE-DRAPE is harmless to natural and synthetic fabrics.

REE-DRAPE is odorless, neutral and not sticky.

REE-DRAPE is non-toxic and harmless to skin.

REE-DRAPE is not affected by perspiration.

REE-DRAPE increases spot resistance, reducing future spotting.

REE-DRAPE reduces finishing cost through easier pressing.

REE-DRAPE and Riverside Dry Cleaning Detergents are made to Work Together.

REE-DRAPE will delight your customers for washable dresses, slacks, sport shirts, play suits... Yes, even men's suits keep their shape longer and look better, and REE-DRAPE works on cotton, silk, linen, woolen and synthetic fabrics.

5 GALLON \$3.95
CAN, Per Gal. . . .

RIVERSIDE

RIVERSIDE MFG. CO.
4919-27 CONNECTICUT ST.
ST. LOUIS 9, MISSOURI

REE-DRAPE

Can Be Applied By:

- The Dip Method
- In The Wheel
(WITH PROPER SET-UP)
- By Spraying
IF NECESSARY

YOUR COST

As Low As 1/4¢ for a
Silk or Rayon Dress
... Less Than 1¢ for
a Man's Suit



These
BUTTON TAGS
Are Available

Hang them on garments to tell your customers you made them look like new.

Price \$4.25 per
1000, Postage Paid
Billing through
Distributor



PLACE OF HONOR for G. Rolfe Scofield, Victor D. Dalgoutte, Edwin Pearce, Val E. Dayton, Hyman E. Mintz and G. E. Knowlton, Jr.

New York Widens Membership

By HENRY MOZDZER

"SALES: THE KEY to our future" was the theme of the forty-fourth annual convention of the New York State Laundryowners Association which took place at the Sheraton Hotel in Rochester, New York, May 6-8.

Serving as the keynote speaker William E. Mercer, sales and advertising manager of the American Institute of Laundering, led off the opening session with a talk entitled "If It Helps Sales, Let's Do It." He described a current AIL "reselling" campaign which employs the technological approach to woo back former laundry users. An example of this approach is the following advertising headline: "We Iron Without Friction."

The business at the general session included the election of officers and the association took the necessary official action with the approving vote of the membership to change its name to the New York Launderers & Cleaners Association, Inc. This step opens the door to membership in the association to drycleaners as well as linen suppliers, diaper service operators, industrial and institutional launderers.

Between radio and TV interviews, Dr. Dorothy S. Lyle, public relations director, National Institute of Dry-cleaning, managed to bring the members up to date on the latest in "1954

Fabrics and Fashions." She gave special emphasis to problem items which will soon make their appearance in laundry and cleaning plants.

Lee C. Barker, sales manager for the Walter Haertel Company, gave a detailed account of the various types of storage facilities, stressing the advantages and disadvantages of each, and wound up his informative speech with numerous suggestions on how to promote the storage service sideline.

In a post-luncheon speech AIL President Edwin "Pete" Pearce of Greensboro, N. C., urged the members to adapt their services to changing business conditions, warning them that the individual and family type of laundry cannot long survive as such. He anticipated closer cooperation among the various branches of the textile maintenance industry and favored such action.

Much was done to enlighten the assembly on "New Aspects of the Charged System" by Dr. Samuel Machlis, president of the Stamford Chemical Company, who clarified this new system of drycleaning by comparing the process step by step with the process of washing clothes in the laundry. On such familiar grounds the members learned a lot about what the charge is and does.

The insurance men came into their own at the closing session of the second day's meeting when representatives from half a dozen organizations attempted to explain how the group insurance plan works.

The final day was turned over to the young men of the industry who had their own ideas on how things should be run. Donald S. Hall of Star Palace Laundry described a "Two-Way Communications" program; A. N. Harris, Finger Lakes Laundry, warned against using "averages" in determining production workload and the expectancy content of mixed bundles; Walter A. Reinhard, Staub & Son, described the use and advantages of addressograph plates on routemen's trucks, while G. Rolfe Scofield, Jr., Crescent-Puritan Laundry, called upon the laundrymen to make the industry more appealing to college men and urged them to set up managerial training programs as a way of accomplishing this end.

Dr. Richard Still, assistant professor of economics, Rochester, discussed the "Dollar and Cents Value of Market Research" and suggested ways of improving existing research programs.

Bill Mercer returned to the podium a second time to conclude the program with his talk on "How to Rate Your Routeman—Totem Pole Style."

Interspersed here and there throughout the factual part of the program were banquets, movies and a rip-roaring dinner speech by Gene "Sunshine" Flack, sales counsel and director of advertising, Sunshine Biscuit Company. Also greetings from Rochester's vice-mayor, the Hon. Norman Kreckman, and Assemblymen Hyman E. Mintz. There was a special program for the ladies, and altogether, the 180 members and guests attending had a memorable time. # #



NEW YORK OFFICERS, left to right: Val E. Dayton, president; Richard V. Whalen, executive secretary; Marion Oddo, secretary-treasurer; Karl F. M. Wilke, vice-president

YOURS...the best
deal in the entire
truck field...

DODGE

Yes . . . compare the facts and figures shown at right and you'll come to this one clear conclusion . . . *Dodge trucks give you a better deal than any other leading make!* So, before you invest a single dime in a new truck, check the deal you get with Dodge! Visit your friendly Dodge dealer this week. He's ready to serve you—anytime you say.



*It all adds up
to a better deal
for the man
at the wheel . . . with new*

Look at these Dodge advantages! See how Dodge gives you a better deal in every way!

Sharpest turning with new steering system, 39° turning angle! B-108 pick-up U-turns in less space than most cars!

Widest, roomiest cab of them all, with 61 3/4" of hiproom, 58 1/8" of shoulder-room! Real 3-man size!

Best visibility with 951 sq. in. one-piece curved windshield—biggest of any truck! See *better*, see *more* with Dodge!

Deepest, most comfortable seat with 86 soft, cushioning coil springs! Chair-high (16") for easier driving!

Lowest lines with lower center of gravity for better stability, lower body floors in pick-ups and panels for easier loading!

Biggest line of sixes and eights. From 100 to 172 hp.! Assures the right power and economy for your job!

Most powerful high-tonnage V-8's *anywhere* . . . 153 hp. in 2 3/4-ton, 172 hp. in 3-, 3 1/2-ton!

Shortest conventional tractors of any make 1 1/2-through 3 1/2-ton—102" from bumper to back of cab! Haul longer trailers, carry larger loads!

Lowest priced no-shift driving on low-tonnage trucks! Truck-o-matic transmission with gyrol Fluid Drive!

Easiest entry and exit—lowest cab floor, widest door opening saves time and effort when you're stepping in and out!

Biggest 1/2-ton load capacity—Dodge high-side pick-ups. *Up to 44% more* load space than other makes! Biggest 1/2-ton panels, too!

Most efficient controls—all hand controls and dispatch box are in center of instrument panel within easy reach!

See your
friendly
Dodge
dealer
now!

DODGE "Job-Rated" TRUCKS



NEW HAMPSHIRE officers and directors, left to right: Donald M. Brown; John S. Gikas; James R. Kelly; Clifford Davis; Richard R. Libby and Hollis E. McBurney.

New Hampshire's First

THE FIRST ANNUAL convention of the New Hampshire Laundry and Cleaners Association was held May 8 at the Hotel Moody, Claremont. Approximately 115 drycleaners and launderers were in attendance. This was the first joint meeting since the two industries had combined to form a joint association in November of 1953.

The business meeting was conducted by James R. Kelly of Portsmouth. It was voted that the board of directors should determine whether or not membership would be extended to the neighboring states of Vermont and Maine.

Officers elected for 1954-55 are: James R. Kelly, Colonial Laundry, Portsmouth, president; Clifford Davis,

Ideal Laundry, Inc., Claremont, vice-president; Richard R. Libby, Wolfeboro Laundry, Wolfeboro, secretary-treasurer. The board of directors comprises: Hollis E. McBurney, White Mountain Laundry and Cleaners, Inc., North Conway; John S. Gikas, Crystal Laundry and Dry Cleaners, Manchester, and Donald M. Brown, Peoples Laundry and Cleaners, Inc., Milford.

The initial speaker was Joseph A. Robertson of Ruttens Laundry, Lawrence, Mass., who elaborated on standard cost control and how owners of laundries and cleaning establishments can be helped tremendously by an accountant in managing their businesses. "If I didn't have the cost expert checking periodically," Mr.

Robertson said, "a department could gradually slip into bad shape until sloppy operation might become a habit and then a department is really in trouble."

Group insurance, as not only a help to employees but definitely a goodwill feature between management and employees, was discussed by Richard J. Brown, Whyte's Laundry, Roslindale, Mass.

Next Winthrop Dadmun, Royl Cleaners & Dyers, Greenfield, Mass., spoke on production. He proposed a system which would enable cleaners and laundrymen to gear their production to what they can actually produce in a plant in a given day. Many questions were awaiting Mr. Dadmun upon the conclusion of his informative talk.

"A laundry or cleaning man is not usually an advertising man," opened Ralph Daniels, Individual Family Laundry, Haverhill, Mass., in relating his experiences of advertising by a small business. He went on to tell how by eye-catching use of words, characters, humor, stories, a great deal can be done and without excessive cost. He felt that in smaller communities a paper is the best medium for drycleaning advertising although radio and TV have advantages.

Cocktails were followed by a dinner and entertainment. The mayor of Claremont welcomed the conventioners to the city. # #

Oregon Meets at Portland

By PHIL GREENE

THE RECORD of the Oregon State Dry Cleaners Association, although it is only eight years old, puts many another state association to shame. In 1953 there were 310 plants in the state, of which 300 were paid-up members. It started with 35 members. Its conventions are self-supporting, all of its dues are used for mailings and legislative activities, its convention sessions start on time, its officers and directors visit nearly every plant each

year, and it has accomplished all these things without a single paid staff member. Maybe the fact that Sergeant-at-Arms Merle Saunders carries a large baseball bat has something to do with it.

This year's meeting at Portland, May 7-8, started off with the Pacific Telephone & Telegraph Company's film, "Thanks for Listening." President Lee Fullington presented his report, and after the usual preliminaries

Oliver Burglund, Van Water & Rogers, spoke on "What's in Store for Oregon Businesswise." The answer is plenty. Les Hodges, North Coast Chemical Co., Seattle, followed with several good reasons why drycleaners should pay more attention to the rug cleaning potential. J. T. McCunniff, Western manager of The American Laundry Machinery Co., spoke on drive-ins and showed a film on why launderers and drycleaners must de-



the quickest way to go from this...

to this.....



is with this.....



Not only suits and dresses, but virtually any fabric can be freed of the roughest, toughest stains with "O" SPOTTER! This exclusive Kohnstamm development does the job quickly, safely, completely!

You name the stain..."O" SPOTTER removes it! Ink, lipstick, blood, paint, food—it's all the same to this miracle time and labor saving pre-spotter.

And remember, "O" SPOTTER is absolutely odorless and contains no chemicals that might clog your dry cleaning system

Try "O" SPOTTER in gallons or drums. Every drop you buy is protected by our complete, money-back guarantee.



H. Kohnstamm & Co., Inc.

• NEW YORK 7, 89 PARK PLACE
• CHICAGO 11, 11-13 E. ILLINOIS ST.
• LOS ANGELES, P.O. Address 3432 E. 54 ST.,
HUNTINGTON PARK, CALIF.

FOREMOST MANUFACTURER AND DISTRIBUTOR



ESTABLISHED 1851
ALBANY • ATLANTA • BALTIMORE • BOSTON • BUFFALO • CINCINNATI
CLEVELAND • DALLAS • DENVER • DETROIT • GREENSBORO • HOUSTON
INDIANAPOLIS • JACKSONVILLE • KANSAS CITY, MO • MEMPHIS
MINNEAPOLIS • NEW ORLEANS • OMAHA • PHILADELPHIA
PITTSBURGH • ST. LOUIS • SAN ANTONIO • SAN FRANCISCO • SEATTLE
OF QUALITY LAUNDRY AND CLEANING SUPPLIES

A complete line of laundry and dry cleaning supplies. Nation-wide service.



OREGON OFFICERS and directors, left to right, seated: Lois Keeney, Salem, director; Jack Stacey, secretary-treasurer; Grant Getchell, president; Clifford Bissett, vice-president; Merle Saunders, sergeant-at-arms. Standing: Directors Floyd DuBois, Corvallis; Charles McClellan, Portland; Alvin Anderson, Clatskanie; Marion Grant, Klamath Falls; Lee Fullington, Portland; Walter Koch, Oregon City; Avel Diaz, Burns. Not present for picture: Directors Don Glenz, Roseburg, and J. G. Knight, LaGrande.

velop more progressive attitudes in these competitive times.

After a get-acquainted luncheon, Sidney Schwartz, Simplified Tax Records, New York, spoke on the importance of keeping up-to-date with the increasingly complicated tax situation. S. T. Crampton, Dow Chemical Co., Midland, Michigan, presented "The Saga of Joe Slow and Bill Smart," and Harold F. Wiley, Western district manager of U. S. Hoffman Machinery Corp., showed a finisher-training film.

Saturday's sessions started with Johns-Manville's film, "Celite." Dr. Walter A. Dew of Du Pont's West Coast public relations department spoke on the development of the new fibers. John Gray of Adco, Inc., Sedalia, Mo., urged cleaners to consider the installation of wage incentives. J. M. Chisholm, Sanitone Division, Emery Industries, Cincinnati, talked on the importance of good employee relations and quoted some interesting statistics on how advertising pays off.

William L. Browne, NID's director of public relations, explained the vital role of public relations in our industry and showed how cleaners can put this tool to work. The windup speaker was C. B. Kasson of R. R. Street & Co. Inc., Chicago. Mr. Kasson described how his firm's conductivity control system helps to take the guess-work out of cleaning and pointed up the advantages of the two-bath method.

Two dinners, a dance, plentiful libations, two luncheons and an entertainment rounded out the social side of the convention. The ladies planned a special entertainment of their own complete with bathing beauties, singers, Charleston dancers, etc. Those lady drycleaners are plenty talented!

New directors elected were Don Glenz, Roseburg, District 4; Charles McClellan, Portland, District 1, and Avel Diaz, Burns, District 1. The complete board then elected the following officers for 1954: president, Grant Getchell, Eugene; vice-president, Clifford Bissett, Coquille; secretary-treasurer, Jack Stacey, Portland; sergeant-at-arms, Merle Saunders, Eugene. # #

Meeting in Montana

ALMOST 200 DELEGATES attended the 1954 convention of the Laundry Owners and Dry Cleaners Association of Montana, Southern Alberta and Northern Wyoming, held in Missoula, Montana, on May 7 and 8.

Donald Topel, Great Falls, Mont., was elected president of the group. Other new officers are W. L. Templeton, Calgary, Alta., vice-president; Don Hagen, Great Falls, secretary-treasurer, and Jim Robinson, Great Falls, publicity chairman. The following were chosen directors: Ray Benjamin, Lethbridge, Alta.; Bud Begg, Kalispell, Mont.; Raymond Brown, Billings, Mont.; Duke Dover, Lovell, Wyo.; Jack Burton, Medicine Hat, Alta., retiring vice-president, and William F. Howard, Missoula, retiring president.

The business session on Friday included talks by C. B. Kasson, R. R. Street & Co. Inc., on "The Control of the Two-

Bath System Through Conductivity"; William Browne, director of public relations for the National Institute of Drycleaning, on "Drycleaning's Third Dimension"; George Isaacson, of The American Institute of Laundering staff, on "Changing Trends and Opportunity," and Ray G. Johnson, Cowles Chemical Co., telling how "Your Washroom Can Help You Sell."

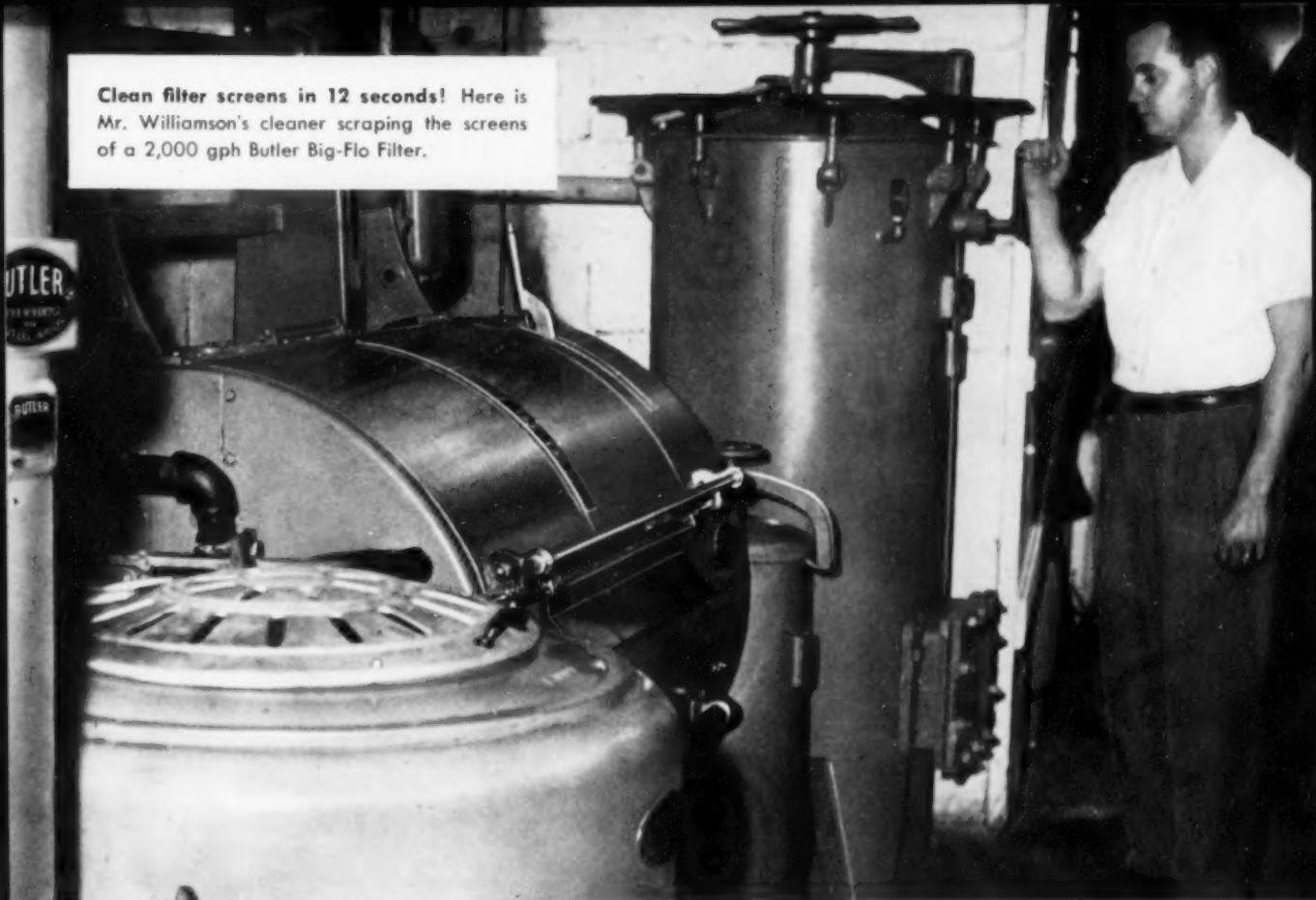
The one speaker on the second day was Bill Boyd, Sanitone Division, Emery Industries, who emphasized the human element in his talk on "The Man in Management."

The arrangements committee, headed by Jim Thane, Missoula, retiring publicity chairman, also provided a full program of entertainment, featuring the group's annual seafood dinner and including a wind-up banquet, entertainment and dance. # #



MONTANA OFFICERS and directors, left to right, front row: Donald Topel, W. L. Templeton, Jim Robinson. Back row: William Howard, Jack Burton, Raymond Brown, Duke Dover and Ray Benjamin.

Clean filter screens in 12 seconds! Here is Mr. Williamson's cleaner scraping the screens of a 2,000 gph Butler Big-Flo Filter.



"We doubled our dry cleaning business in one year with the help of **BUTLER** plans and products"

... says Floyd Williamson, *H & S Laundry and Dry Cleaning Co., Lyons, Kansas*

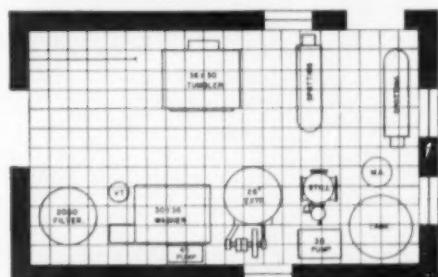
"The Butler dry cleaning plant we purchased last year has helped us double our volume." Like many successful cleaners, Mr. Williamson has found that big-capacity Butler equipment and step-saving Butler plant layouts can boost output, improve quality of work and slash costs.

"We saved over \$400 in labor and solvent costs the first year with the mechanical scraper and pump suction Air Cleanout on our 2,000 gph Big-Flo Filter," says Mr. Williamson.

"Clean, fresh solvent also gives us more pass-ups, shorter tumbling time, and brighter colors!"

An efficient plant layout, and Butler equipment of the proper size and type are two of Mr. Williamson's success secrets. Both are within your reach. At your request, a Butler cleaning plant expert will study your operation. Then Butler engineers will use his findings to plan a step-and-motion-saving plant layout tailor-

made for your needs. They will also recommend methods and machines that can help you do a greater volume of top-notch cleaning at a cost that leaves more profit for you. Arrange for your FREE plant study. Write Butler, today.



This cleaning room layout, developed by the Butler Plant Layout Service, helped Mr. Williamson double his dry cleaning volume the first year.

No Matter What Cleaning Equipment You Need—CALL BUTLER FIRST

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**LIKE STOD-SOL and the
STOD-SOL *Test Bundle* SERVICE**



BEING ON GUARD is as important in business as it is in fencing. In the drycleaning business, you must be on guard concerning the quality of your workmanship. When you use Stod-Sol, it's easy; you have the benefit of the nation's leading drycleaning solvent PLUS the valuable check on your work provided by the Stod-Sol "Test Bundle" Service. Ask the Stod-Sol distributor for details



PRODUCERS



REFINERS

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OKLAHOMA CITY, OKLA.

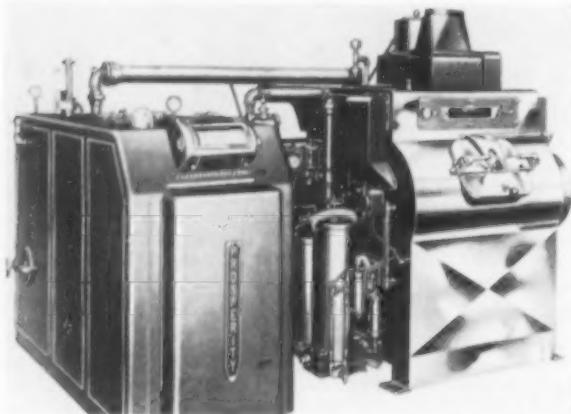
element that is sensitive to water.

Suitable for use with either Stoddard solvent or perchloroethylene, the system maintains relative humidities between 77 and 87 percent in the vapors above the solvent by controlling accurately the amount of water entering the washer. Properly installed in a drycleaner washer, the element detects changes in the relative humidity in the vapors above the solvent and signals the change to the electronic relay which controls the

amount of water entering the solvent.

A manual control dial enables the operator to set the control system to provide relative humidity percentages according to his preference. The system is fully automatic, operates instantly and cannot create a fire or explosion hazard. For the relative humidity to be effectively controlled, it is recommended that adequate solvent - temperature - regulating equipment be installed.

Prosperity Features Two New Models



Offering increased capacity and a choice between a full recovery unit and a machine for use with a separate recovery unit, Prosperity Company, Inc., Syracuse, N. Y., has announced its 7-B and 7-C models. Both are adaptable for charged soap or straight solvent use, and both are available with full floating spring mounting, if it should be desired.

The fully enclosed 7-B machine (shown in photo) is rated at 27 pounds in 23½ minutes or 70 pounds per hour with charged soap, and 27 pounds

in 16 minutes or 100 pounds per hour with straight solvent cleaning.

The separate recovery 7-C is rated at 40 pounds in 15 minutes or 160 pounds per hour with charged soap, and 40 pounds in 10 minutes or 240 pounds per hour with straight solvent cleaning.

Features of the units are double button trap, air back wash, and spring-closed, disc-type dump valves. The 7-C machine is fitted with openings and facilities for conversion to a full recovery unit.

National Introduces New Accounting Machine



The National Cash Register Company has introduced a new accounting machine, the Class 34, a low-priced companion to the Class 31 line. It is designed primarily for use in small or medium-sized establishments.

The Class 34 has a hydraulically operated carriage and a system of automatic control through detachable form bars that may be switched to change from one bookkeeping job to another.

The unit features direct subtraction from every total, a reverse key that permits immediate correction of any error, the ability to clear all totals automatically, fully automatic carriage functions. The new machine has five totals and will be manufactured in both typewriter and non-typewriter models. Further information is available from the manufacturer at Dayton 9, Ohio.

Darco Issues Handbook

A 16-page handbook, "Handbook of Solvent Recovery," has been issued by Darco Dept., Atlas Powder Co., as an aid to drycleaners in the maintenance of solvent. It includes recommended dosages according to filter size for both petroleum and synthetic systems. It also features a picture story on the handling of Darco activated carbon in the cleaning room. Now in its sixth edition, the handbook reflects the results of an extensive testing program.

This publication has been prepared to help drycleaners understand how to control contamination of solvent. It reviews the nature and kinds of impurities that contaminate solvent and classifies them as soluble and insoluble.

In addition, test data are given on activated carbon removal of fatty acids, color, bleeding dyes, solvent retention and soap retention in charged systems.

This booklet is available through Darco distributors or upon request to Darco Dept., Atlas Powder Co., 60 E. 42nd St., New York 17, N. Y.

Correction

In describing the automatic collar press recently introduced by U. S. Hoffman Machinery

Corp., on page 103 of the May 1954 issue of *NATIONAL*, the unit's time cycle was inadvertently given as 20 to 25 minutes. This cycle is actually, of course, 20 to 25 seconds.

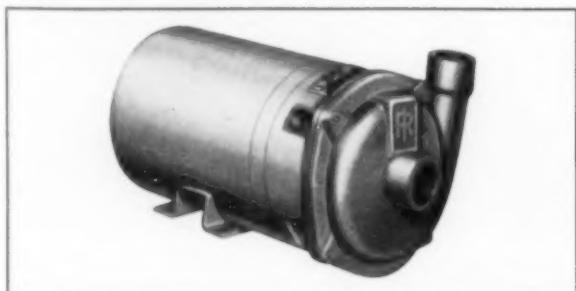
Dri-flo Offers Tag Stripper



A device to apply a broad stripe of color-coding ink to laundry and drycleaning identification tags has been announced by Dri-flo, 642 E. Ten Mile Rd., Hazel Park, Mich. Called the Dri-flo Tag Stripper, it is designed for use with Dri-flo indelible colored inks or with any quick-drying, opaque or general purpose ink.

This method of color coding is said to speed sorting and routing and insure quick attention to special stains or special services. It is also claimed to help smooth out operational peaks and valleys by making possible a system of lot identification.

Pump for Air Conditioning by Ingersoll-Rand



Ingersoll-Rand has introduced a new air-conditioning centrifugal pump, the $\frac{3}{4}$ KRVSA Motorpump. It is a single stage, 3450 r.p.m. unit with a keyed, cap-screw-type impeller attachment for positive fastening. The smooth bronze, die-cast, balanced impeller has a built-in shaft sleeve to prevent motor

shaft corrosion. Standard jet pump motors $\frac{1}{2}$ through 1 h.p. are used, and the pump will deliver capacities to 48 g.p.m. at heads to 100 feet.

Bulletin No. 7126-D, describing the unit, is available from the company at 11 Broadway, New York 4, N. Y., or at any of its branch offices.

Garment Dyers Guild Offers Orlon Dyeing

A good degree of success in redyeing orlon fabrics is announced by members of the Garment Dyers Guild of America, Chicago, through use of new pressure dyeing methods.

Since the introduction of

man-made fabrics, dyers have encountered problems of dyeing and redyeing the synthetic materials. The first of the new pressure dyeing machines has been manufactured by B & G Machinery Company, Indianap-

THERE'S MONEY IN "ON LOCATION" CLEANING AND IT'S ALL OVER "YOUR TOWN"

YOU CAN GET IT —

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THE
MULTI-CLEAN
Method

DID YOU KNOW that approximately 90% of the rugs and carpeting in your town has never been cleaned professionally?

DID YOU KNOW that about 50% of the new homes in your town have wall to wall carpeting not to mention the scores and scores of older homes, the many business establishments and offices?

DID YOU KNOW that it is possible for you to make up to \$150 a day with two men and The Multi-Clean Method by "on location" rug and carpet cleaning?

DID YOU KNOW that you can get into this lucrative "on location" business using the tested and proved Multi-Clean Method for under \$1,000?

DID YOU KNOW that a factory-trained Multi-Clean representative will start you off right, will show you everything about The Multi-Clean Method, and our Multi-Clean sales aid plan will help you develop new business and keep old customers.

Don't let this money making opportunity slip by you any longer. If you're already doing some "on location" work but haven't discovered the extra profit advantages you get with The Multi-Clean Method by all means write today for further details!

IN THE PLANT—For high production work in your plant the Multi-Clean plant type scrubber with water and solution line connections is ideal. All Multi-Clean rug scrubbers and wet-dry vacuum cleaners are superior in design and workmanship. They are built to rigid specifications in our own factory, from high quality materials guaranteeing long, trouble-free life. Multi-Clean machines are made in sizes to fit your exact needs.



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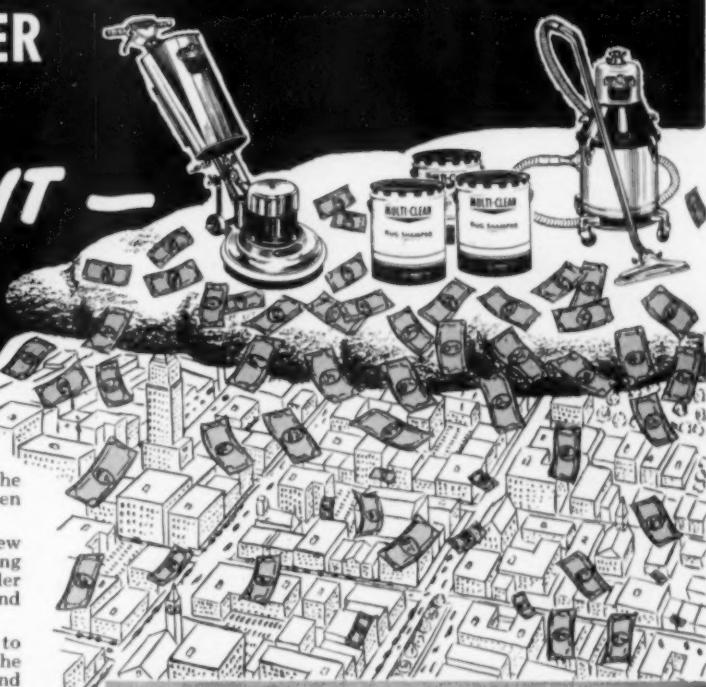
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PROFIT CHART



FREE!—RUG CLEANING MANUAL

This manual is written especially for the professional rug cleaner. It presents a step by step procedure, fully illustrated, on how to clean carpets and rugs by The Multi-Clean Method.

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Gentlemen: I would like the rug cleaning manual, also tell me more about The Multi-Clean Method and how I can profit by it.

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**The automatic unit
which both rinses
and extracts**

Fletcher Flow-Rinse was specifically developed to give you complete one-unit rinsing and extracting of charged solutions. The machine is compact, fully automatic (with separation and salvage of both rinse and soap solution) and requires a minimum of maintenance.

The extractor has been developed in such a way that garments being rinsed are completely immersed in the solvent while the basket oscillates back and forth slowly to effectively remove the charge from every garment.

Other features of the new Fletcher extractor include: super self-balancing for quiet operation with uneven loads; extra heavy duty motor; automatic braking; smooth basket interior—safe for even the sheerest fabrics.

Flow-Rinse extractors are available with 40", 48" and 60" basket diameters. Write today for further information.

FLETCHER WORKS

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olis, Ind., working with John Egl, president of General Dyeing Company, Inc., also of Indianapolis. This new machinery is being installed in the General Dyeing Company plant.

Manitowoc Flies Sales and Service to Customers



Manitowoc Engineering Corporation, Manitowoc, Wis., manufacturer of Manitowoc synthetic drycleaning units, has announced the purchase and operation of its own four-passenger airplane. It is being used for flying sales and service personnel, when required, to connecting points of major

airlines to maintain fast and direct contact with distributors and owners of Manitowoc drycleaning equipment.

Manitowoc officials in the photo above are, left to right: Mason Ashford, chief pilot; Ross A. Wright, sales manager; John D. West, president; Clayton Junion, service manager.

American Names Lester and Gerling



RICHARD E. LESTER



ROSS L. GERLING

Richard E. Lester has been named Eastern field manager of American Cleaners Equipment Company, division of The American Laundry Machinery Company, Cincinnati, according to an announcement by C. O. Knowlton, executive vice-president. Mr. Lester's headquarters will be in New York.

Mr. Lester's appointment is part of the current expansion of American Cleaners Equipment Company's field force and service representation. He will be responsible for coordination of all activities of the Eastern division representatives and will assist in sales matters and customer service. He will also assist combination salesmen of the Eastern division of The American Laundry Machinery Company in drycleaning matters.

Ray Anthony, general sales manager, has announced the appointment of Ross L. Gerling as assistant to the general sales manager of The American Laundry Machinery Company. Mr. Gerling has had a long and successful record of service in the factory department and sales promotion department of the company. He has also handled sales supervision work in the company's Eastern division office and most recently served as a major territorial salesman.

Pennsalt Names Drake

William P. Drake has been named president of the new Industrial Chemicals Division of the Pennsylvania Salt Manufacturing Company, Philadel-

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Spotting with Solvink is the safe, easy way to remove stubborn stains of blood, rust, ink and paint in a hurry.

Solvink's speedy "penetrating action" cuts your finishing time, lets you turn out top quality work minutes faster... without harmful pounding and rubbing.

And Solvink is guaranteed safe for fine fabrics and fast colors when used according to easy directions.

Order **SOLVINK** today from your jobber on a money-back guarantee. For Free Sample write us (Dept. N-64).

One half pint set (two solutions) only \$2.25. Also money-saving pints, quarts and gallons.

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And you can use these companion products profitably, too—

- **TANSOL** for Tannin Stains
- **GREENZYME**—Digestant
- **IODASE**—for Iodine Stains
- **SIZ-IN**—Hat Size

phia, according to an announcement by George B. Beitzel, president of Pennsalt.

Mr. Drake will be responsible for the manufacture and sale of Pennsalt industrial chemicals.

Mr. Drake joined Pennsalt in 1934 as a student trainee. Following completion of training he served as salesman, sales supervisor, product sales manager and general sales manager. In 1949 he was elected vice-president. In 1952, on loan to the Government, Mr. Drake served as director of the Rubber, Chemicals and Drug Divisions, Office of Price Stabilization.

Changes in Tessler Firm

Tessler Brothers (B. C.) Ltd. has recently been incorporated in Vancouver, British Columbia, Canada, as a successor to Tessler Brothers Limited, which no longer operates there.

Mrs. Rae Tessler is president of the new company and Leon Tessler is secretary-treasurer and managing director. Sales will continue to be handled by Harry Hamilton, Cecil Weir and Irving Grad. Miss Betty Gardiner is in charge of the office, and David Tessler, son of the owners, is looking after warehouse activities.

New Location for Patek

To improve service facilities in southern California, Patek & Co. has moved its offices and warehouse to 1340 E. Sixth St., Los Angeles. It was stated that the company's growth in recent years necessitated the change to a more favorable location.

This move will facilitate improved service by permitting faster handling of merchandise, according to the management. The Patek & Co. sales and technical staff will continue to function, as before, throughout southern California and Arizona. Plans are being formulated to expand service facilities, according to Marcel Hirsch, president.

Mathieson, Olin Plan Merger

The boards of directors of Mathieson Chemical Corporation and Olin Industries, Inc., both of New York City, have voted to submit to their stockholders a proposal to merge the two companies.

This announcement was made by John M. Olin, president of Olin Industries, and Thomas S. Nichols, president and chairman of Mathieson. The name of the new company will be Olin Mathieson Chemical

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THE PAD WITH LONGER LIFE The press pad that is engineered to deliver better pressing at low padding cost. Guaranteed for 4 months.

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ALL FILTER BAGS GUARANTEED NOT TO SHRINK

Qualitex filter bags are available in either Cotton Duck or Nylon. Both are pre-shrunk and can be safely laundered and are designed to fit properly. All bags

sewn with Nylon thread. Nylon bags not only outlast Cotton bags, but permit a more thorough "back wash," thus eliminating frequent bag changing.

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Gives you all the data you need to select the finest canvas baskets, hampers and trucks for your laundry or dry cleaning operation. The sixteen styles most popular in the dry cleaning and laundering fields are illustrated and described fully. The new catalog includes such outstanding Lane items as the Style 69W Elevated Washroom Truck shown below.

**Look into STYLE 69W Elevated Washroom Truck
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BECAUSE:

- Plasticized Lane duck body — long wearing and permanently watertight.
- Patented spring steel basket frame resists bending — lightest, strongest and longest lived of all frames.
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You Will Have The Best
We have made Extractors
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Sizes 15" 17" 20"

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Corporation. Following the merger, Mr. Olin will become chairman of the board of Olin Mathieson and Mr. Nichols will become president. John W. Hanes will become chairman of the finance committee.

Mathieson is a leading producer of industrial and agricultural chemicals, petro-chemicals, and, through its E. R.

Quibb & Sons Division, drugs and pharmaceuticals. Olin Industries is a large producer of metals and fabricated parts, industrial explosives, firearms, ammunition, cellophane, polyethylene, specialty papers, forest products, powder-actuated fasteners and tools, and electrical products. It maintains a large research staff.

Hammond Names Johnson Representative

Roger Conger, president of Hammond Laundry Machinery-Cleaning Company, Waco, Tex., has announced the appointment of T. Barnes Johnson as the new factory representative for the company's Houston-Gulf Coast area in Texas. Mr. Johnson has been in the cleaning and laundry industries for more than 30 years and has served with several major companies, gaining invaluable experience in plant layouts and equipment needs for large and small plants.

Born in Atlanta, Ga., Mr. Johnson started his career in New England as a salesman. He likes to compare his early days traveling in a Model-T Ford with today's travel in a streamlined auto. Mr. Johnson often uses this as an analogy to the difference between the laundry and cleaning equipment he sold back in the early days and the almost-magic present-day equipment produced for the industry.

Mr. Johnson is known to his



T. BARNES JOHNSON

many friends as "T-Bone" Johnson, a nickname that originated years ago when he received a letter that a secretary had erroneously addressed to him as "T-Bone" Johnson. Since his favorite food is steak, Mr. Johnson has no objection to the nickname—it helps his customers and friends remember him.

Liquidation Plan Announced by Carman

The board of directors of Carman & Co., Inc., Brooklyn, N. Y., has recommended liquidation of the company. In a letter to shareholders, S. E. Moore, president, said that the board has recommended that the firm be liquidated and the proceeds distributed to stockholders. Earnings, he added,

have "progressively decreased for a number of years and prospects of a really satisfactory improvement aren't encouraging."

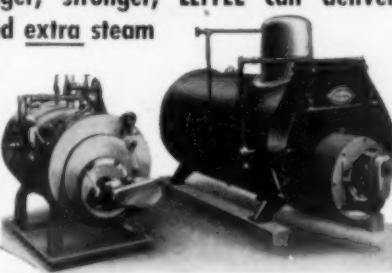
Book value of the common stock, he stated, is about \$9 a share, whereas the stock price has ranged between \$2 and \$5 a share for a number of years. The company has sales of about

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Both of these boilers are rated at 20 H.P. The smaller "package-type" boiler can deliver only 20 H.P., while the larger Leffel easily operates at 50% above its rating, and in emergencies, delivers up to 40 H.P. with safety.

Look to Leffel for dependable and low cost steam. Write for bulletin 236 today.



THE JAMES LEFFEL & CO.
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\$14 million in 1952, the latest year for which figures are available, and it earned 55 cents a share that year. There are 342,628 shares of common stock outstanding.

Under present plans, branches will be offered for sale to branch managers and their associates where it appears feasible to operate them as laundry and drycleaning supply firms on an early meeting.

Operations will carry on as usual until action has been taken. In the meantime, Carman officers will appreciate continued trade cooperation.

Pennsalt Introduces New Products as Representatives Meet



Midwest sales representatives of Pennsylvania Salt Manufacturing Company, Philadelphia, met in Chicago recently to learn about two new products, Erusto-Ray C and Pentrox, which have been developed by the company's research laboratories.

Participating in the conference (in photo above, left to right) were: Robert Link; Martin Sentis; John Anderson; Tom Duggan; Hugh Convery, technical service; Raymond Smith, district manager; J. Stanley Widener Building, Philadelphia Hall, sales manager; William 7, Pa.

Dozier; Jack Seyler; Rex Wright and William Corwin.

Sales Manager J. Stanley Hall, who presided, introduced Erusto-Ray C, a new formulation combining bluing and sour in one simple operation, and Pentrox, a solvent emulsion cleaner for greasy industrial work.

Descriptive literature on these items may be obtained from Laundry & Dry Cleaning Department, Pennsylvania Salt Manufacturing Company, 1000 7th Street, Philadelphia 7, Pa.

Eaton Holds Annual Sales Clinic in Detroit



The annual sales clinic of Eaton's Chemical and Dyestuff Company of Detroit, Mich., and Windsor and Toronto, Canada, was held recently in Detroit. Before the clinic, salesmen of the Dry Cleaning Divi-

sion visited plants using Eaton's sion using charged soap. The first two days of the clinic were devoted to the study of Eaton's drycleaning products. R. F. McDonald, vice-president, and David C. Porter, director

Sales Promotion Tips

... For BERLOU Mothproofing Dealers

"Oh, yes, I've seen Berlou advertised in Ladies Home Journal."

In that comment of a customer can be found the story of what Berlou's national advertising means to YOU. It has opened the door to a sale.

Berlou's national advertising is doing a job for you in two ways. First of all, a good percentage of customers and prospects will be among the hundreds of thousands of readers across the nation who will see the Berlou ads in Ladies Home Journal and other national magazines. They're lifted out of the "never-heard-of-it" class and become real prospects. They'll know what you're talking about when you speak of Berlou. And as you well know, that's one of the first big steps in making a sale.

Secondly, national advertising builds prestige for Berlou and makes sales that much easier for you. You as a business man well know that the trade names on the lips of every American housewife today have been put there by national advertising. Seeing a Berlou ad in her favorite magazine such as LADIES HOME JOURNAL, BETTER HOMES AND GARDENS, HOUSEHOLD, and WOMAN'S HOME COMPANION, introduces Berlou to your customers and prospective customers. It makes them feel that Berlou is at home with other products she has learned to trust.

HERE'S HOW YOU CAN CASH IN ON THE BENEFITS FROM BERLOU'S NATIONAL ADVERTISING: These national ads are paving the way for your own sales efforts by preheating your prospects. All you have to do is to remind them that YOUR PLACE OF BUSINESS is the outlet in their community for BERLOU FIVE-YEAR GUARANTEED MOTHPROOFING SERVICE.

Berlou's national advertising and promotion will be most profitable to you if you follow through with your own local advertising and promotion.

We even help you do this. Under Berlou's cooperative advertising plan, we supply you with all the sales aids needed to do the job, including newspaper mats and copy, radio script, circulars, signs, rug tags, posters, and streamers. If you aren't familiar with the entire cooperative advertising program, drop us a line and we'll be glad to explain it to you.

THE BERLOU MANUFACTURING COMPANY 435 Monroe Street Marion, Ohio

In Canada:

The Berlou Company Ltd., London, Ontario, Canada

Note: If you are not already a Berlou dealer, write for our interesting and informative booklet, "Berlou's Profit Builder Plan"—NOW! It's FREE—and it will show you how to add EXTRA PROFITS to your business every day. Our dealers make as much as \$5,000 to \$10,000 extra net profit each year. Use this coupon for convenience.

FILL OUT AND MAIL TODAY

OK! Send a free copy of "Berlou's Profit Builder Plan" without obligation.

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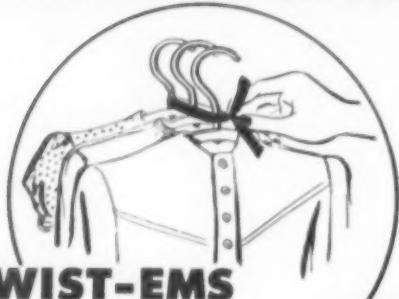
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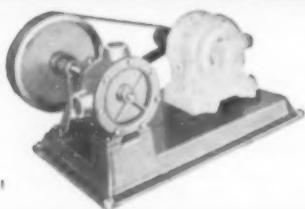
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HUNTING FOR
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of research, alternated as meeting chairman. On Friday officers of the company and department managers addressed the group. Richard C. Hedke, executive vice-president and director, was chairman. Later a meeting of the Industrial Division was held with Gerald T. McCray, vice-president, as chairman. On Saturday, the Canadian sales staff met with Berrien Eaton, president.

from the positions of president and executive vice-president, respectively, was the highlight of the organization meeting of the board of directors which followed the company's annual meeting of stockholders.

All 10 present directors were reelected, and all other officers were renamed to present posts.

Fry Elects Whitcomb



GEORGE E. WHITCOMB

Standing, left to right, are: Nelson W. Heibein; Joseph F. Marshall, assistant to comptroller; Douglas O. Keyes; Robert W. Saller; M. Wallace Brown; John M. Bates; William H. Hall; Ellis Hamilton; Hamilton A. Newman; Robert R. Warner; Hazen P. Wilson; Ross B. Rathbone; William Saunders; Donald D. Nestor; William J. Hartsen; R. Keith Trothen; Wilmar W. Kauffman; Ernest O. Bainbridge; Marshall W. Taylor, and Robert Sadler.

George E. Whitcomb was elected vice-president in charge of sales of The Fry Brothers Co., 1728 Dana Ave., Cincinnati 7, Ohio, at a recent meeting of the board of directors. Mr. Whitcomb has been with the 58-year-old company for the past 12 years and has served as sales representative, assistant sales manager and sales manager.

L. A. Young Buys Daybrook

N. D. Ely, president of L. A. Young Spring & Wire Corporation, has announced the purchase of the assets of Daybrook Hydraulic Corporation of Bowling Green and Upper Sandusky, Ohio.

Operations of the company will be continued as the Daybrook Hydraulic Division of

Diamond Elects Officers

The board of directors of Diamond Alkali Company has elected Raymond R. Evans chairman of the board and John A. Sargent president of the company. Advancement of the company's two top executives

NATIONAL CLEANER & DYER

NO LINER NEEDED with GROSS STAR ALUMINUM GRID-PLATES



up to 46" \$14.85
mushroom... 11.00
over 46" ... 19.25
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Perfect heat and steam control are attained through the exclusive metal, vent-spacing and pressing surface of Gross Star Plates. No grid plate liner is needed with any press.

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1708 S. STATE ST. CHICAGO 16, ILL. DANUBE 8-6022

L. A. Young Spring & Wire mechanical springs and inner-spring mattress units. The company operates 14 plants throughout the United States and Canada, with main offices at 9200 Russell St., Detroit.

Stauffer Board Elects Executives



CHRISTIAN DE GUIGNE



HANS STAUFFER



JOHN STAUFFER

the election of Christian de Guigne to the new position of chairman of the board. Mr. de Guigne had been president for the past eight years. Hans Stauffer, formerly executive vice-president and general manager, was elected president, climaxing 34 years of service with the company. John Stauffer, vice-president and secretary, with 36 years of service, has taken on the responsibilities of chairman of the new executive committee.

R. C. Wheeler was reelected vice-president and Christian de Dampierre was reelected treasurer. James W. Kettle, who was formerly associated with United States Steel Corporation, was elected controller. All other officers were reelected.

The board of directors of Stauffer Chemical Company, San Francisco, has announced

Pennsalt Appoints Chemical Specialties Personnel

Albert H. Clem, president of facturing Co., Philadelphia, has Chemical Specialties Division announced the appointment of the Pennsylvania Salt Manu- key personnel. All appointees



LOCK OUT those
TAG LOSSES!

If faulty tags are costing you money in garment replacements, wasted labor and customer irritation, do what hundreds of America's most efficient plants are doing—insist on

MARKING TAGS

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Permafiber
TAG STOCK

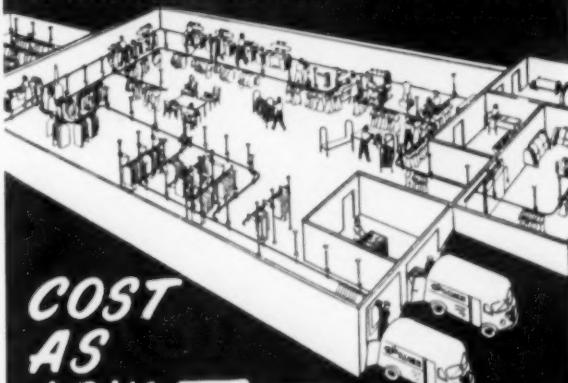
Every lot of Permafiber is tested for durability and color fastness by the American Institute of Laundering.

FOR SAMPLES AND NAME OF NEAREST JOBBER
OF TAGS MADE FROM PERMAFIBER, WRITE

Permafiber Corporation

450 SEVENTH AVENUE • NEW YORK 1, N.Y.

TIME SAVERS' "HI-SPEED" RAIL FITTINGS



**COST
AS
LOW AS 77¢
per ft.**

The most Practical and Economical Conveyor System for transporting garments within your plant.



TIME SAVERS, INC.

83-99 WALNUT STREET
MONTCLAIR, NEW JERSEY

TIME-SAVERS

83-99 Walnut St., Montclair, N. J.

GENTLEMEN: Please send, without obligation, your FREE booklet on TIME-SAVERS "Hi-Speed" RAIL FITTINGS

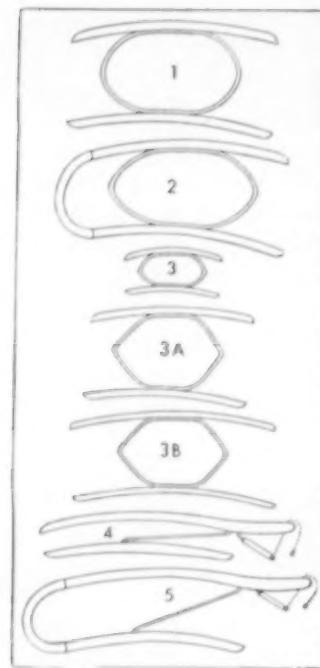
NAME

FIRM NAME

ADDRESS

CITY STATE

NAME OF JOBBER



A SLEEVE FORM For every need

1	\$3.50
2	\$4.50
Sleeve and Shoulder	
3	Pr. \$4.50
For Blowers, Windwhips and Adjusta-Forms	
3-A	Pr. \$5.25
Lg. 17½" Exp'n 11"	
3-B	Pr. \$5.50
Lg. 23" Exp'n 11" For Coat Machines	
3-Bx	Pr. \$7.50
Sleeve and Shoulder for Adjusta-Forms and Coat Machines	
4 PELICAN	\$4.95
5 PELICAN	\$5.75
Sleeve and Shoulders	

If your jobber
cannot supply you
write us direct

NEWHOUSE COMPANY

3827 San Fernando Rd., Glendale 4, Calif.

DIP-O-MATIC

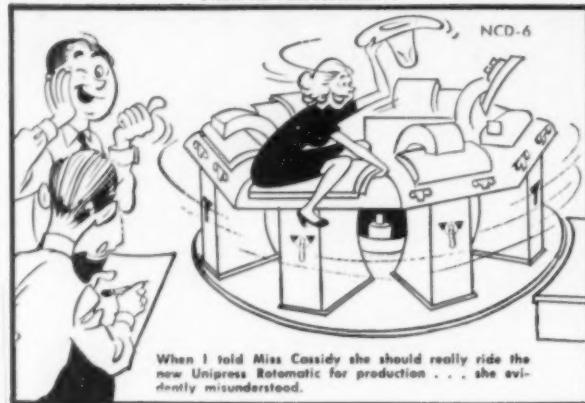
WATER REPELLENT DIP TANK

Finger tip control. ZIP—it's up and loading. ZIP—it's down and agitating. ZIP—it's up again. With the DIP-O-MATIC water repelling of garments is profitable business!

Write for catalog and prices.

Hopkins
EQUIPMENT CO.
HATFIELD, PA.

PAID ADVERTISEMENT



When I told Miss Cassidy she should really ride the new Unipress Rotomatic for production . . . she evidently misunderstood.

to the staff of the new operating division are experienced Pennsalt executives who served previously in similar capacities within the consolidated company.

Paul C. Hurley, manager of advertising, will be responsible for advertising promotion and market research, in addition to directing the advertising activities of the Industrial Chemicals Division and Sharples Chemicals Inc.

E. S. Garverich will serve as technical director in charge of technical service and product development.

Richard O. White, formerly superintendent of Pennsalt's Montgomery, Ala., plant, has been named production manager of the division.

There will be no changes in the sales management staff. J. S. Hall continues as sales manager of the laundry and drycleaning department.

Open House for Rug Cleaners Sponsored by American

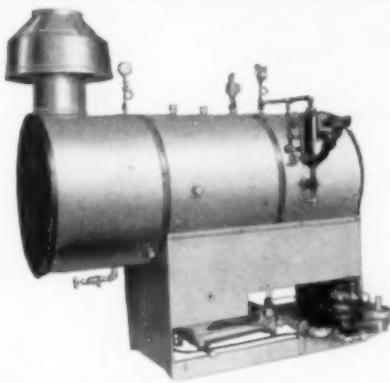


Modern rug cleaning equipment was featured at an open house held on April 5 at East End Carpet and Rug Cleaning Company, Cleveland, by The American Laundry Machinery Company and the East End company. About 100 representatives of Midwestern and Eastern rug cleaners attended.

Shown in the photograph above, watching a clean rug on the 16-foot Super-Mirza, are, left to right: Ray Anthony, general sales manager, The American Laundry Machinery Company; Mr. and Mrs. Fred Treuthart, Treuthart's Rugs, Rochester, N. Y., and Mrs. and Mr. John Klee, Automatic Rug Cleaning Co., also of Rochester.

FMC Names Loeffler

Alfred T. Loeffler has been named vice-president of the Chemical Division, Food Machinery and Chemical Corpora-



GAS BOILERS

Vertical tubular
Vertical flueless
Portable horizontal

OIL BOILERS

Vertical tubular
Vertical flueless
Portable horizontal

Fully automatic units including boiler feed or complete return systems. All boilers ASME Code & National Board.

37th Year

Over 10 Sq. ft. heating surface per H.P. all sizes of H.R.T.'s.

P. M. Lattner Mfg. Co. Cedar Rapids, Iowa

Dealers & Distributors most everywhere

ration, New York, according to an announcement by Ernest Hart, executive vice-president.

Mr. Loeffler joined FMC as assistant vice-president in August 1953. In his new position he will report to Mr. Hart and will continue to be located at the company's New York office at 161 E. 42nd St.

Filtrol Appointments

Myron A. Bantrell, president of Filtrol Corporation, Los Angeles, has announced the ap-

pointment of Robert C. Davidson as sales manager, succeeding the late Stanard R. Funsten.

To give better service to Filtrol customers, the following sales and service representatives have been assigned: H. D. Bartholomew and L. L. Richardson, Chicago; Gerald Mansfield, Denver; Walter Kitchens and J. E. Keehey, Houston, Tex.; George Benck, Jackson, Miss.; M. J. Kerchner and J. D. Barton, Los Angeles; I. A. Schwint, Wilmington, Del.; L. C. Trescott, Woodbury, N. J.

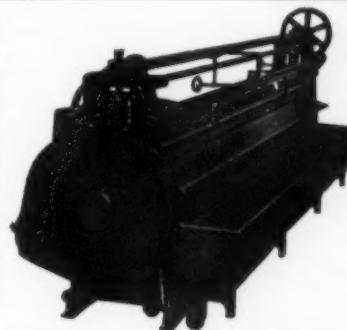
OBITUARIES

Louis Baker, 71, a director of Baker Brothers Ltd., Toronto, Canada, died after a prolonged illness. Together with his brother, he established the drycleaning business about 30 years ago. Mr. Baker was a Mason. His wife, a son, and four daughters survive.

Andy J. Heeger, 55, treasurer of Drake Supply Company, Inc., Evansville, Indiana, died recently. He joined the firm of drycleaning, laundry and dairy suppliers in 1941. Mr. Heeger was president of Foote's Lake Pleasure Club and past president of Eagles Lodge. He was also a member of Evansville Masonic Lodge, Shrine, Scottish Rite and Evansville Athletic Club. Surviving are his wife and four sisters.

Clarence C. Hubbard, 74, operator of C. C. Hubbard Textile Consulting Bureau, died recently in Washington, D. C. Nationally known as a pioneer educator in the drycleaning field, Mr. Hubbard started his own plant in 1906 in Marion, Iowa. As secretary in 1916 of the Iowa State Association of Dyers and Cleaners, Mr. Hubbard began collecting information and drycleaning formulas, compiling them and sending them to members of the association. In 1919 he became efficiency expert for the National Association of Dyers and Cleaners, forerunner of the National Institute of Drycleaning, and was editor of the NADC Technical Revue. Mr. Hubbard gave courses in drycleaning at Oklahoma A & M and Iowa State College. He has also served as director of education for the National Institute of Drycleaning.

In 1930, Mr. Hubbard left NID to set up his own cor-



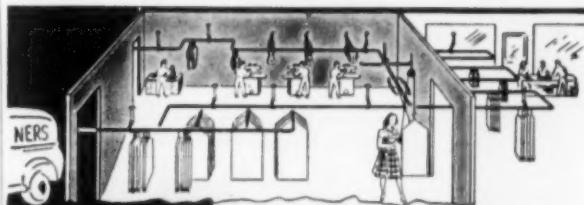
The Bertsch Rug Wringer

REDUCES
Labor 70%
Power 75%
Dry Room Heat 80%
Water use 75%

FACTS
Heavier materials
Better materials
Delivers more pressure
Extracts more water
Lower machine cost
Long life
Less maintenance
than other Wringers

CAMBRIDGE CITY
• INDIANA •

BERTSCH & CO.



SAVE UP TO 50%
on HANDLING
COSTS . . .

FREE BOOKLET
SHOWS HOW!



CONTIN-U-RAIL

OVERHEAD RAIL SYSTEMS

FOR COMPLETE & PARTIAL SYSTEMS

- We provide the inexpensive patented fittings . . . priced as low as 75c each.
- You provide your own 3/4" or 1" ordinary pipe.
- You install-it-yourself. No welding . . . No threading . . . No machining!

Free planning service!

MAIL COUPON TODAY!

Without any obligation to me, please send complete information on CONTIN-U-RAIL Overhead Rail Systems.

Name of Firm _____
 Address _____
 City _____ State _____
 Name _____
 Jobber _____



MACHINE COMPANY Inc.

14th St. & Lafayette Ave., Kenilworth, N. J.

FIND OUT

WHY QUALITY DRYCLEANERS PREFER ALROLENE®

the versatile, easy-to-use DETERGENT

Write for literature; specify Batch or Charge

ALROSE CHEMICAL CO.

BOX 1294, PROVIDENCE 1, R. I.

TEXTILE EQUIPMENT FOR MODERN, EFFICIENT IDENTIFICATION



TAG-O-LECTRIC

Makes, marks and power staples temporary identification tags in one operation. Models for all laundries and cleaning plants.



RIBBON-RITE

MARKING MACHINE
Clean, sharp, indelible ribboned marking. No inking grief. Always ready for use.

TAG-O-MATIC

Makes, marks and stocks tags. Any code in numbers and letters up to 10 characters.



Genuine TAG-O-LECTRIC FIBEROLL

The only tag roll that carries operational guarantee for Tag-O-Lectric and Tag-O-Matic, No. 1 and No. 12 sizes.

TAG-O-LECTRIC STAPLES
Rust-resistant or rust proof.
Made for power, precision stapling.

WRITE for "FREE BOOKLET" TEMPORARY IDENTIFICATION for LAUNDRIES
TEXTILE MARKING MACHINE CO., Inc. 246 WALTON ST SYRACUSE 2, N.Y.



I like my clothes fresh, with
this clean fragrance . . .

Cabinet-San.

Spray Deodorant

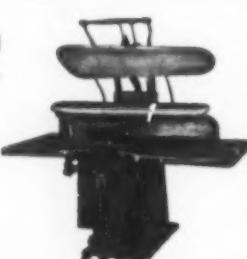
write for FREE SAMPLE

HUNTINGTON LABORATORIES
Huntington, Indiana
Philadelphia 33, Pa. • Toronto 2, Ontario



NOW "The CONVAIR"

Converts your old,
slow-moving
Foot-Press into
a fast, efficient
Air-Operated Press
for only \$300.



Write for Details NOW!

NEW YORK PRESSING MACHINERY CORP.
880 BROADWAY
NEW YORK - 3

HAERTEL

FurSheen

(The original pre-mixed fur cleaner)

HERE IS SOMETHING WORTHWHILE!

Use your regular tumbler (operated COLD) with FURSHEEN for cleaning furs "the furriers' method." Opens up a wide channel for profit with practically no investment in equipment.

Have you seen the new HAERTEL Fur Cleaning Supply Catalog? Yours for the asking.

WALTER HAERTEL COMPANY

2840 Fourth Avenue S.

Minneapolis 8, Minnesota

responce course in drycleaning and to establish C. C. Hubbard Textile Consulting Bureau. Recently he turned both businesses over to his brother, Leo R. Hubbard of Charlottesville, Virginia.

Mr. Hubbard is survived by two brothers and a sister.

Clarence E. Stenquist, 57, part owner of Dixon's Cleaners, Forest Grove, Oregon, died suddenly of a heart attack. Mr. Stenquist operated drycleaning establishments for many years in Seattle, Washington, and in San Carlos, California. Surviving are two daughters, a son, a sister and two brothers.

Fred S. Sundermann, 63, president since 1926 of The Cravette Company, U.S.A., Hoboken, New Jersey, died of heart disease on April 22. Mr. Sundermann had been associated with the company for 43 years. He was also a director of Colonial Life Insurance Company. His wife, mother and two sisters survive.

MEETINGS SCHEDULED

June 4 and 5—Idaho State Laundry & Dry Cleaners Association, Annual Convention, Shore Lodge, McCall.

June 4, 5 and 6—Florida Institute of Laundering and Cleaning, Annual Convention, George Washington Hotel, Jacksonville.

July 8, 9, 10, 11, 12, 13, 14, 15, 16 and 17—Laundry, Dry Cleaning and Allied Trades Exhibition, Olympia, London, England.

June 17, 18 and 19—Eastern Canadian Laundry & Dry Cleaners Association, Annual Convention, Muskoka Beach Inn, Gravenhurst, Ontario.

August 30 and 31—Virginia Association of Launderers and Cleaners, Inc., Annual Convention, Chamberlain Hotel, Old Point Comfort.

November 5, 6 and 7—Illinois State Cleaners and Dyers Association, Annual Convention, Sheraton Hotel, Chicago.

December 5—Wisconsin Dry Cleaners Association, Inc., Annual Convention, Schroeder Hotel, Milwaukee.



FAMOUS LAST WORDS:

“it can't happen here”

Let's face it—it can. Being ready for emergencies has become a part of our daily life, whether we like it or not. The emergency may be an atom bomb—or it may be a fire, a flood, a tornado. It's good business to be ready for it—whatever it is. Take these precautions TODAY:

Enlist the help of your local Civil Defense Director.

- Check contents and locations of first-aid kits.
- Send staff to Red Cross courses. They may save your life.
- Promote preparedness in your community. Your local CD Director can show you how.

Set the standard of preparedness in your plant city—check off these four simple points NOW.



The NATIONAL CLEANER & DYER



NATIONAL MARKET PLACE

Where Buyers and Sellers Meet

10¢ a word for the first insertion and 8¢ a word for each subsequent, consecutive insertion of the same ad. Advertisements set in capitals or bold face type 15¢ a word, first insertion; 10¢ a word for subsequent, consecutive insertion. Minimum charge—\$2.00 (new or repeat).

Help Wanted and Situations Wanted ads 5¢ a word for first insertion, 4¢ a word for each subsequent, consecutive insertion of same ad. Minimum charge—\$1.00 (new or repeat). Capitals or bold face type—double these rates.

Add five words if answers are to come to a box number to be forwarded by us.

Be sure to write your copy, name and address plainly.

Advertisements in this department must be in our hands NOT LATER THAN THE 12th OF THE PRECEDING MONTH.

Cash must accompany all orders for advertisements in our classified columns. No book accounts can be opened, as the low charge made does not permit this expense.

Mail Your Replies to Box Numbers to National Cleaner & Dyer, 304 E. 45th St., New York 17, N. Y.

CLEANING PLANTS FOR SALE

TO BUY OR SELL A LAUNDRY, DRYCLEANING OR RUG CLEANING BUSINESS IN NEW YORK, NEW JERSEY, CONNECTICUT OR PENNSYLVANIA, CONTACT RICHARD J. MULLER, Lic. Broker, 89-16 184th St., Jamaica 3, N. Y. REpublic 9-3016.

5814-2

For Sale—laundries, drycleaning plants, rug cleaning plants in Metropolitan N. Y. C. area, Westchester, New Jersey, Connecticut, Pennsylvania. If interested in buying or selling, contact **J. B. KANDEL, 131-39 228TH STREET, LAURELTON, LONG ISLAND, NEW YORK. PHONE: LAURELTON 8-3291. 4648-2**

MOST MODERN EQUIPPED LAUNDRY AND DRYCLEANING PLANT IN MIDWEST. A REAL MONEY MAKER. ANNUAL SALES \$650,000. WILL SACRIFICE DUE TO ILL HEALTH. INTERESTED PARTY MUST HAVE \$100,000 CASH. OWNER WILL FINANCE BALANCE ON LONG TERM IF DESIRED. CAN BE PURCHASED WITH OR WITHOUT REAL ESTATE. DESIRABLE LEASE CAN BE HAD. WRITE: ADDRESS, Box 6007, NATIONAL CLEANER & Dyer.

-2

Phoenix, Arizona. Three drycleaning plants, large, medium and small. Otey Derting, Broker, 1220 S. Central Ave., Phoenix, Arizona.

6008-2

Modern, long-established solvent plant near San Francisco. Retail stores and trucks. Excellent reputation for quality work at \$1.50 prices. Equipment and trucks in good condition. Illness in family forces sale at a good price. 1953 gross \$90,000. ADDRESS, Box 6009, NATIONAL CLEANER & Dyer.

-2

For sale: Prosperity drycleaning plant in central California. All equipment in excellent condition. Air-cooling system. Doing \$50,000 a year gross. ADDRESS, Box 6010, NATIONAL CLEANER & Dyer.

-2

DRYCLEANING PLANT in Grand Rapids, Mich., with several branches. Owner wishes to retire. Does excellent business and shows attractive net profit. Sale includes plant plus all equipment. Available on very reasonable terms. For complete description, catalog sheet and list of equipment, address: **ASSOCIATED BUSINESS BROKERS, 1200 Godfrey Ave., SW, Grand Rapids, Mich.**

6011-2

DRYCLEANING PLANT located in central Illinois. Stoddard solvent plant. **INCREASE EVERY YEAR IN SALES. 1953 VOLUME IN EXCESS OF \$200,000. 1953 EARNING RECORD OVER \$23,000.** This is the city's leading plant. Excellent equipment, layout and personnel. Up-to-date operating statement and balance sheet available to really interested parties. All retail work at top prices. Long-term lease on building with option for renewal at moderate rent. Reply: ADDRESS, Box 6012, NATIONAL CLEANER & Dyer.

-2

DRYCLEANING BUSINESS—established 50 years in good farming and resort area. Solvent plant. Good income producer. Selling due to death of owner. Under \$10,000—priced for quick sale. Inquire—Kenneth Franks, Adm., Ligonier, Indiana. 6013-2

DRYCLEANING AND LAUNDRY PLANT. ALL EQUIPMENT IN EXCELLENT CONDITION OR NEW. BRICK AND BLOCK BUILDING 8575 SQ. FT. WITH MODERN LIVING QUARTERS ABOVE. YEARLY GROSS OVER \$150,000. LISTED AT \$145,000. **HOTHEM & BAUGHMAN, REALTORS, 730 MAIN ST., COSHICOCTON, OHIO.**

5995-2

Completely equipped solvent plant, \$140,000 gross. Call office, routes, wholesale. Located in one of the fastest growing areas in southern California. Business increasing each quarter. \$20,000 to handle. ADDRESS: Box 5883, NATIONAL CLEANER & Dyer.

-2

Solvent plant, established 31 years. Property included, two apartments above. Wish to retire. Located south California. ADDRESS: Box 5888, NATIONAL CLEANER & Dyer.

-2

Partner's death forces sale of plant in south California, doing over \$6,000 per week. Fair equipment, fine building, terms. Fine spot for linen and industrial supply. ADDRESS: Box 5889, NATIONAL CLEANER & Dyer.

-2

One of the oldest solvent cleaning plants and fur storage in Arizona. Doing over \$100,000 per year gross. Very well equipped. \$25,000 will handle, \$65,000 total. Long lease on building. ADDRESS, Box 6002, NATIONAL CLEANER & Dyer.

-2

Solvent plant, brick building 25 x 80. Main street, good western Oklahoma town, no competition if you know business. All clear, \$12,500, due to health. Since 1918. Will carry \$5,000 at 4%. Air-conditioned, room to add men's wear. Paul's Cleaners, Paul G. Armstrong, Erick, Oklahoma.

6003-2

Well-established modern drycleaning plant, new building, drive-in 1 block from town, only plant. Top prices, noted for quality cleaning. Lake and village trade. Open to inquiry. Reason: wish to retire, and other business to look after. ADDRESS, Box 6004, NATIONAL CLEANER & Dyer.

-2

Virginia. Well equipped and established petroleum plant with large capacity. Priced for quick sale as owner wishes to retire. \$25,000 cash required. ADDRESS, Box 6005, NATIONAL CLEANER & Dyer.

-2

DENVER, COLORADO—Drycleaning plant for sale. Practically new Hoffman 140F plant with annual volume of approximately \$80,000. 3 trucks. Wish to retire after 42 years in same location on a main street in one of the fastest-growing cities in the U. S. Ideal climate. If you are coming to Denver and are interested in a completely equipped cleaning plant, be sure to see this one. Always welcome. For complete details, write **IMPERIAL CLEANERS, 236 Broadway, Denver, Colo.**

6028-2

Completely equipped pere. plant. Ideal for couple, located in the San Joaquin Valley, California. Full price \$10,000. ADDRESS, Box 6029, NATIONAL CLEANER & Dyer.

-2

Well-equipped 6A Prosperity synthetic cleaning plant, all cash-and-carry, over \$16,000 gross annually. Only 2 years old. Mild climate, located North Atlanta, Georgia. Thriving, fast-growing section. Owner leaving state. \$16,000 cash or \$7500 cash and terms. ADDRESS, Box 6031, NATIONAL CLEANER & Dyer.

-2

DRYCLEANING PLANT in Milwaukee, Wisconsin. Established 20 years. Wholesale and retail. \$100,000 yearly volume. Well-equipped solvent plant, located in center of fast-growing territory; includes machinery, delivery equipment, 60 x 120 building and additional land for expansion. Price \$60,000. ADDRESS: Box 5733, NATIONAL CLEANER & Dyer.

-2

For Sale:—Fully equipped solvent drycleaning plant, doing \$35,000 a year gross. Located on Florida east coast. Prosperous city. Wonderful location. Old-established business. Price \$24,000. ADDRESS, Box 5773, NATIONAL CLEANER & Dyer.

-2

For Sale—Drycleaning plant (solvent). Fast-growing area, Florida. New equipment. Last year's volume—\$43,000. Contract work, cash-and-carry. This business can easily be increased by younger man with ambition. Price \$35,000. For details write—ADDRESS: Box 5948, NATIONAL CLEANER & Dyer.

-2

For Sale: Modern solvent drycleaning plant in Phoenix, Arizona, doing \$65,000 a year. With or without real estate. Priced to sell. ADDRESS, Box 5955, NATIONAL CLEANER & Dyer.

-2

CLEANING PLANTS FOR SALE (Cont'd)

Downtown—petroleum plant—Watertown, N. Y. Prices \$1.25 and up. No charge accounts. Average over \$1,000 weekly business. Established 1936 same location. Get your money back in two years or less. For quick sale \$24,000. Terrific husband-and-wife deal. Jess Freedman, 176 Central Avenue, Albany, N. Y., c/o Freedman's Dry Cleaning Enterprises, Inc. 5944-2

Well-established solvent plant and shirt unit, northwestern Pennsylvania. Storage vault and rug room; 4 stores; 6 routes; 3 apartments over offices. Equipment in excellent condition. Excellent buy. Write: Box 5927, NATIONAL CLEANER & DYER. -2

MIAMI, FLORIDA: Wonderful opportunity for responsible parties to purchase this NAPHTHA PLANT, with no cash down. Grossing \$65,000, annually. ADDRESS: Box 5930, NATIONAL CLEANER & DYER. -2

Drycleaning plant, all modern equipment. Equipped to do \$1,000 weekly. Excellent building, second building with 2 apartments, completely furnished; one occupied by owner, other rented for \$75 monthly, located central Maryland. Owner having other interests has neglected volume. Asking complete \$65,000. Rendlog Sales Co., 1775 Broadway, New York City. PLaza 7-5345. 6034-2

For sale: Best laundry and drycleaning plant by a dam site. Good business, small operation, near large dam and resort, old-established business, two routes, small amount down, low rent, long lease. W. Troy Dungan, Hillsboro, Texas. 6035-2

DRYCLEANING PLANT in southern California, Stoddard. Plant-store plus two cash-and-carry drive-ins. Good prices. Total rent \$285. Gross \$85,000. One truck operating. Room for two more. \$45,000. ADDRESS: Box 5929, NATIONAL CLEANER & DYER. -2

FOR SALE: Laundry, drycleaning and rug cleaning plant in western New York State. Completely equipped with much new equipment; buildings, land and plenty of room for expansion. Reason for selling is ill health. ADDRESS, Box 6037, NATIONAL CLEANER & DYER. -2

WANTED TO LEASE

Want to lease with option to buy small cash-and-carry solvent plant. Prefer Southwest. ADDRESS, Box 6001, NATIONAL CLEANER & DYER. -17

BUSINESS OPPORTUNITIES

Store building, located exclusive residential area suburban Los Angeles. Excellent tenants, including drycleaning plant. Rental income \$210 per month plus. \$20,000 terms. ADDRESS, Box 6006, NATIONAL CLEANER & DYER. -11

BUSINESS SERVICE

DIRECT MAIL ADVERTISING for cleaners that gets new business at low cost. Write for free samples. Reba Martin Co., 4201 N. W. 2nd Ave., Miami 37, Fla. 5974-10

Carpeting and upholstered furniture cleaned for the trade. New York Metropolitan area. Famous Curtain Cleaners, ESplanade 6-5151. 6022-10

CONSULTANTS

LET US TELL YOUR CUSTOMER! Impartial laboratory reports on garment damage for settlement of claims, expert testimony for arbitration or referee. Prompt service, reasonable fee. **TEXTILE ANALYSIS SERVICE**, 44 Fisherville Rd., Route 10, Penacook, N. H. 3635-25

MISCELLANEOUS

ELIMINATE THE REMOVAL OF BUTTONS AND BUCKLES. Save on labor—cut down complaints—speed up production. Allow us to place in your plant on approval a small assortment of **SLIP-ON BUTTON AND BUCKLE PROTECTORS**. We know of no better way for a plant manager to judge our product. Over 2,000 plants have used them. **SLIP-ON BUTTON AND BUCKLE PROTECTOR CO.**, 2610 Clay Ave., Fresno 1, California. 3476-8

BARGAINS—100 TALON TROUSER ZIPPERS, \$11.50; 24 SUEDE LEATHER ELBOW PATCHES, \$4.00; 24 KNITTED CUFFS, \$3.00. Ask for free price list of tailor trimmings, buttons, thread, tags, pins, complete line. Nassau Notionhouse, Nassau, N. Y. 5639-8

ANDREA MEASURING CHART, it takes length and width at the same time. **CUTS CHECKER'S TIME IN HALF**. M. Andreas, 156 East 88th St., New York 28, N. Y. 5828-8

SITUATIONS WANTED

COMBINATION SPOTTER AND PRESSER. 15 YEARS EXPERIENCE, ABLE TO ASSUME FULL RESPONSIBILITY IN DRYCLEANING DEPARTMENT. WOULD LIKE POSITION IN SAN BERNARDINO, CALIF., OR SANTA FE, NEW MEXICO. WRITE NORMAN PRADIA, 88 MAPLE AVE., MONTCLAIR, N. J. 5990-5

Manager's position wanted, graduate two cleaning schools, highly technical. 20 years in industry, manager's experience, strictly sober. Want something with security and a future. ADDRESS: Box 5671, NATIONAL CLEANER & DYER. -5

Moving to California, am interested in a position in Pasadena or nearby town, having sold my solvent plant. N.I.D. graduate thoroughly experienced in all phases. Family man. Small plant preferred. Good reference. ADDRESS: Box 5935, NATIONAL CLEANER & DYER. -5

Laundry and drycleaning superintendent. 25 years experience, dependable, married, sober, production and quality, pleasant to get along with. Position must be steady. Prefer warm climate or foreign country. Jack Cason, Shepardstown, West Virginia. 6018-5

Silk spotter, thoroughly experienced. Skilled in prespotting and wetcleaning of silks. Sober and dependable. ADDRESS, Box 6025, NATIONAL CLEANER & DYER. -5

POSITION WANTED with a petroleum solvent plant. Over twenty-five years in the industry. Thorough knowledge all departments, costs and incentive plans. Quality silk spotter. Many years supervisory and management of medium and large plants. I am now employed at above average salary plus bonus. Reasonable notice must be given by my employer before being available. ADDRESS, Box 5981, NATIONAL CLEANER & DYER. -5

DRYCLEANING MANAGER, synthetic, able to assume full responsibilities. 18 years all around experience, 38 years of age, married, family. Employed at present, desire change. Moderate salary—good future. Prefer Metropolitan New York or Long Island. ADDRESS, Box 5982, NATIONAL CLEANER & DYER.

SALESMEN-DISTRIBUTORS WANTED

Assistant sales manager for manufacturer and distributor of laundry and cleaning supplies. Opportunity for sales-minded executive or salesman with executive ability and knowledge of laundry and cleaning industries to advance to top administrative position. ADDRESS, Box 6019, NATIONAL CLEANER & DYER. -14

Salesman with a large following among cleaners and laundries to sell fur cleaning and storage chemicals. Unusual opportunity with well-known firm. No technical background necessary. Bernard Sirota Company, 620 Smith St., Brooklyn 31, N. Y. 3371-14

SALESMAN and DEMONSTRATOR with car, to sell drycleaning soaps and specialties. Must be able to travel. Excellent opportunity for the right man. ADDRESS: Box 5750, NATIONAL CLEANER & DYER. -14

JOBBERS—DISTRIBUTORS for PADS, COVERS and FLANNELS of BEST QUALITY and FULL CUT. Write for samples and low prices to E. L. RUBIN Mfg. Co., 4 Monroe Street, Pittsfield, Mass. 5920-14

DISTRIBUTORS—JOBBERS for wire garment hangers. Exclusive territories still available. **DIAMOND WIRE HANGER CO.**, CLAIRTON, PA. Mfrs. of Wire Coat Hangers. 5669-14

EXCEPTIONAL SALES OPPORTUNITY, SPECIALIZED DRYCLEANING DETERGENT AND PROCESS. SALARY AND EXPENSE ACCOUNT. HIGH COMMISSION OPPORTUNITY. TRAVEL REQUIRED. EXPERIENCE IN PLANT SERVICING. ADDRESS, Box 5983, NATIONAL CLEANER & DYER. -14

HELP WANTED

Working foreman for cleaning and pressing department, must be able to help in both spotting and wool pressing. Good starting salary. De Luxe Dry Cleaning Co., 12 Center St., Batavia, New York. 6026-7

STORE SUPERVISOR—for a drycleaning chain in Youngstown, Ohio. Married man with previous experience to assume full responsibility. This is an excellent position with a future. If you think you can qualify, make arrangements for personal interview with Mr. E. Weiss, LaFrance Dry Cleaners, Inc., 64 S. Fruit St., Youngstown, Ohio. 6020-7

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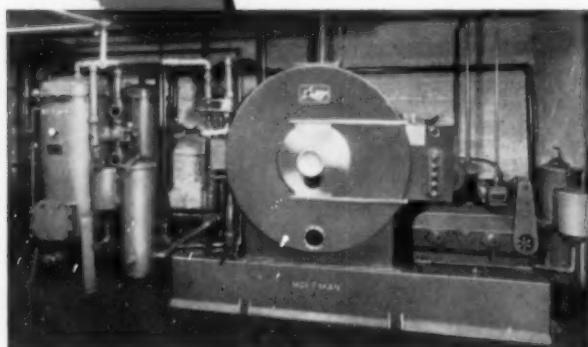
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